THE Dublishers' Weekly

The American BOOK TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVII

NEW YORK, JANUARY 4, 1930

No. 1

NEWS from LONDON about a truly great novel

The English publishers of H. M. TOMLINSON'S new novel ALL OUR YESTERDAYS [Published in this country on January 2nd] planned a limited edition of 500 copies at 3 guineas each. A few days later the edition was over-subscribed and increased to 750. Two days later it was again increased to 1,000 copies, and these will now be apportioned among 2000 orders. The first printing of the trade edition is one of the largest in the history of English publication.

[See Dr. Henry Seidel Canby's overwhelming review in the current Saturday Review of Literature.]

NEW YORK HARPER & BROTHERS PUBLISHERS

Check These New STOKES Novels for Sales in the New Year!

Just Out!

The \$7,500 Mystery Contest Winner

MURDER YET TO COME

By Isabel Briggs Myers

Chosen from a large field in the \$7500 Mystery Novel Contest run jointly by Stokes Company and McClure's Magazine (now Smart Set). The only mystery Stokes will publish in the Spring of 1930.

Ready Jan. 16

CANDLES IN THE SUN

By Dorothy Graham

The delightful sparkle of "The French Wife" colors this new novel—a story of the smart Anglo-American society in modern Florence . . . Jane who wants romance without regrets . . . Gino who believes in mathematics . . . Gisela, who believes in passion . . . Kitty who believes in Gino . . .

THESE LORDS' DESCENDANTS

By Gloria Goddard

Ready Jan. 23

This powerfully vivid novel unrolls amazingly the whole glowing canvas of American history-from Puritanism down to the most modern revolt against marriage.

THE RELUCTANT MADONNA

By Marguerite Steen

Ready Jan. 23

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443 4th Ave.

Our Slogan: Buy Your Books of Your Bookseller FREDERICK A. STOKES COMPANY

New York

THE PUBLISHERS' WEEKLY, 62 WEST 45th ST., NEW WORK CITY. Vol. CXVII, No. 1. Subscription, \$5; Canada, \$5.50; Foreign, \$6; 15c. a copy. Entered as second-class matter at the Post-Office of New York. London, D. H. Bond, 407 Bank Chambers, Chancery Lane.

New APPLETON Books

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By Piero Misciattelli

The Fifteenth Century Monk whose burning spirit illuminated the Italian Renaissance, is the subject of this biography. The Borgia Popes, Michelangelo, Charles VIII of France, the Medicis, and other great figures walk through these gorgeous pages. Misciattelli, in the opinion of Nicholas Murray Butler, is one of Europe's chief contemporary men of letters. Illustrated. \$3.00

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Who has not read at least one of Mr. Cohen's hilarious negro stories, and wants to read more? This is his latest, and if the guffaws of those who have already read it are any criterion it is also his best. \$2.00

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A fresh and joyous romance to be recommended to all. Mr. Roberts is extremely well known in this country for his novels and his lectures, and Pamela's Spring Song is having a great success in England. \$2.50

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The third volume in a great biography. Rupert Hughes fearlessly exposes the mass of distortions that has accumulated about the Revolutionary War and the "patriots." The heroic Washington marches on, towering above his contemporaries. Illustrated. \$5.00 (Ready Feb. 6)

Previously published:

GEORGE (Vol. I. The Human Being & The Hero, 1732-1762 WASHINGTON [Vol. II. The Rebel & the Patriot, 1762-1777. \$5 per vol.

TIGER! TIGER!

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> Further descriptions and details of our advertising campaigns in the colored insert to appear January 18

WILLIAM MORROW & CO. 386 Fourth Ave., N. Y.

SUCCESS

Houghton Mifflin Company takes this opportunity to remind the booksellers that among the previous titles of the Riverside Library Series were:

THE DANCE OF LIFE

O PIONEERS

THE SCARLET LETTER

THE COUNTRY OF THE POINTED FIRS

> TWO YEARS BEFORE THE MAST

> > WALDEN

THE LUCK OF ROARING CAMP

UNCLE TOM'S CABIN

EMERSON'S ESSAYS

MY GARDEN OF MEMORY

LEE
THE AMERICAN

LOOKING
BACKWARD

CANNIBAL LAND
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WOODROW WILSON
THE LITTLE BOOK
OF AMERICAN
POETS

The sales of the first volumes of the Riverside Library Series of dollar books (issued six months ago) have exceeded our expectations. As a result these six new volumes will be added in January:

The Standard Bearers

by KATHERINE MAYO
Tales of the Pennsylvania State Police. "True, dramatic, thrilling." N. Y. Herald Tribune.

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The soul of Russia is in this famous book by the great Russian revolutionist.

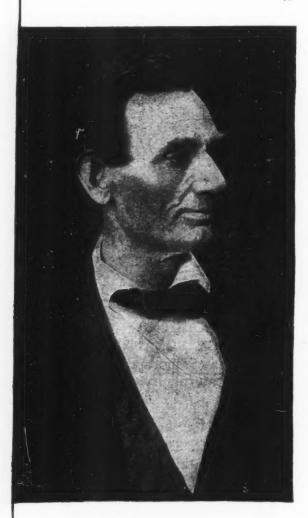
THE RIVERSIDE LIBRARY

One of the Most Important Biographies of 1930!

(Ready February 8th - four days before Lincoln's Birthday)

LINCOLN by Emil Ludwig

Translated by Eden and Cedar Paul



A full-length life of Abraham Lincoln by Emil Ludwig is assuredly a publishing event. This eminent German biographer has retold the life of the great American in the same penetrating manner that characterized his lives of Napoleon and Bismarck. And it is a sympathetic portrait of Lincoln that he has given us—one that will be widely read and warmly appreciated.

With the same human touch that enabled him to present Napoleon as we had never before seen the Corsican, he now shows Lincoln in all his strength and weakness.

No previous biographer has been able to dramatize so successfully the eventful life of the martyred President from his obscure beginnings to his tragic end.

Unencumbered by footnotes, the narrative sweeps the reader onward, giving him a better understanding of the lonely Lincoln and a finer appreciation of Ludwig's skill as a biographer.

Published simultaneously in several languages, Ludwig's "Lincoln" is likely to become the most widely read life of Lincoln yet published. Many will consider it the author's masterpiece.

With 15 illustrations. 500 pages. 8vo. \$5.00

LITTLE, BROWN & COMPANY

Publishers, Boston

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Honest, unsentimental savage record of a girl ambulance driver in France. Like "A Farewell to Arms" this novel will appeal not because it is a war book but because it is a marvellous piece of realistic writing.

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Night life of New York's 400 in weird murder mystery! Naked body of beautiful girl found in East River furnishes the only clue.

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(February) \$2.50

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(April) \$2.00

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It's never been done before
— lustrous sketches of
over twenty of America's
greatest men and women
—her Naturists.

(March) \$5.00

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Edmond Fleg

author of "The Life of Moses" etc.

translated from the French by Viola Gerard Garvin

An extraordinary biography of the most dramatic figure of Old Testament days.

(January) \$3.00

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Stuart Henry

illustrated

A magnificent picture of early pioneer life in Kansas and Texas in the '60s and '70s.

(February) \$5.00

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Richard C. Dent

illustrated

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(March) \$5.00

THROUGH BLOOD AND ICE

Ferenc Imrey

in collaboration with Lewis S. Palen

with numerous black and white drawings by Ferenc Imrey

One of the most thrilling authoritative personal narratives of adventure since "Beasts, Men and Gods." (March) \$3.75

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This novel is the greatest NEWS STORY of the American Revolution

WHEN you read Arundel you will feel that somehow it must have come to life on a day when the world was younger—and not

Arundel tells the little known story of Benedict Arnold's expedition to Quebec. It is the first complete and accurate description ever written of this campaign. It opens up to fiction a new scene and epoch. It is the greatest NEWS STORY of the American

Booth Tarkington, among others, shares our enthusiasm for this unique romantic novel. He places it in the big historical class,

with The Three Musketeers and The Cloister and the Hearth. He

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quite so tired.

Revolution.



by KENNETH ROBERTS

ARUNDEL

Published January 10th

Price \$2.50

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SIR FRANCIS BACON

THE FIRST MODERN MIND by BYRON STEEL. Byron Steel's O Rare Ben Jonson initiated the Elizabethan era in best sellers. Now, after Elizabeth and Essex and Queen Elizabeth have whetted the public's curiosity in Bacon's career, comes his timely biography of this paradoxical figure "the noblest, wisest, meanest of mankind", who struck his patron Essex to death, renounced his friends and embraced his enemies—and surveyed meanwhile all human knowledge.

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(published Jan. 24) is Dr. Frederick Tilney's own popular condensation of his famous two-volume work, for which hundreds of scientists and universities gladly paid \$25. This book will be a brisk seller at only \$4.00.

Garden City, Long Island

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Ilya Ehrenbourg is the most brilliant and astounding of the young continentals. His books are translated into English, Russian, German, French, Polish, Spanish, Swedish — even the Chinese, and have achieved a tremendous popularity.

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The Love of Jeanne Ney will introduce Ehrenbourg to America. It is his most famous novel. It is nourg to America. It is his most ramous hover, it is as powerful and beautiful as Hemingway. It is filled with scenes of startling revelation. Thousands of book-buyers will delight in their discovery of this tremendous novel... an exquisite idyl of spring and young love . . . a matter-of-fact picture of Soviet Russia that has the fascination of a madhouse . . . a romance of the Paris underworld that would make Dickens and Eugene Sue curl with envy.

So great is our faith in THE LOVE OF JEANNE NEY that if it were the single title on our spring list we would feel sure of a glorious publishing season.

THE LOVE OF TEANNE NEY By ILYA EHRENBOURG

Published Jan. 24 DOUBLEDAY, DORAN

news

Schweik is coming to America

Schweik, the Good Soldier, laughed Austria into peace. Now Paul Selver has translated this uproarious classic from Hasek's Czechish, and it will be published Jan. 24 at \$3.00.

Kenneth L. Roberts, nationally famous for his correspondence in the Saturday Evening Post, has written his greatest news story in Arundel; a 500page romantic novel telling for the first time the complete story of Bene-dict Arnold's expedition to Quebec. (January 10th; \$2.50.) As great as Drums.

This novel has sold 15,000 in England

Three Came Unarmed, by E. Arnot Robertson, is the amazing story of three young English savages brought up in Borneo and suddenly transplanted into civilized society. It reminds you strongly of The Constant Nymph. (February 7th; \$2.50.)

When the war was over Tunda had no business, no love, no desire, no hope, no ambition, not even The Heraldegotism. Tribune correspondent reports that Fight Without End by Joseph Roth has caused a stir all over Europe. Compared with Quo Vadis. (April 4th; \$2.50.)

DOUBLEDAY, DORAN

Garden City, N. Y.

One-volume Trade Edition Limited to Only 45,000 Copies



THE Book-of-the-Month Club Selection for February is a Special One-Volume Edition of this classic of American history, of which you have already sold thousands. For the Trade we have printed 45,000 copies and priced them at the amazingly low figure of \$3.00 each. When this edition is exhausted it will not be reprinted and there will be no more copies available at this price. Advance orders already received indicate an early exhaustion of this supply, and we advise the Trade to estimate their requirements now and forward orders at once to our nearest branch office.

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CHARLES A. & MARY R. 1

TWO VOLUKES

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To be Published February 4. Place Your Order Now

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HIS one-volume edition is not abridged in any way. \$3.00 your customers will get The Rise of American Civilization which has hitherto been available only in a two-volume edition at This is a handsome book. \$12,50. bound in rich black cloth on substantial boards, printed on a fine quality of opaque paper and bulking only $2\frac{1}{8}$ inches. Only the economies of a very large edition have made possible the very low price. Do not underestimate your market. There will be, of course, adequate advertising throughout the country.

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TWO JANUARY NOVELS THAT WILL BE POPULAR

THE CAÑON OF LOST WATERS by Hoffman Birney

Richard Burton, despising the world, has found a refuge in the Arizona desert where he has reared his daughter, Dolores. Then Jep Starr comes to the canon, with startling results. Mr. Birney's Western stories are attracting more and more attention \$2.00

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Elizabeth Stancy Payne

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PARTNERS
Louise Platt Hauck

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THE PENN PUBLISHING COMPANY
PHILADELPHIA

SOMETHING ABOU

NCE it was only necessary for a publisher to announce a new book to have every bookseller in the country order a number of copies for stock. But eventually there came a day when so many new books were published that it was impossible for booksellers to stock them all.

Today the number has grown to such an extent that, instead of ordering one or a number of copies of every title published, a selection of the most desirable books must be made.

Just now there seems to be a reluctance to buy or stock fiction. Undoubtedly there are too many novels. Some publishers have gone on the theory that if they can sell a copy or two of every new book to each dealer, this will be sufficient to cover the expense of publishing and perhaps yield

THE PENN PUBLISHING

OUT OUR FICTION

a little profit. This plan is manifestly unfair to the dealer and latterly he has grown in wisdom and is picking his fiction carefully.

There are other publishers, however, who exercise unusual care in the choice of their fiction, who do not publish at the expense of the dealer and who have a large advertising campaign back of everything they issue. Such books no dealer should discriminate against, either in his initial purchases or in reordering when his stock is low or entirely exhausted. It is unfair to that publisher for the bookseller to classify such fiction as just so many novels and for him to buy them as such. They should be considered as staple as any other kind of book, to be bought and pushed as generously as other desirable stock.

G COMPANY PHILADELPHIA

THE WHISTLERS' ROOM

By PAUL ALVERDES

After the heavy bombardment of recent war books, this delicately etched vignette, with its atmosphere of peace and reticence, strikes a new note of humor and sanity. The Whistlers, so called because of the silver tubes inserted in their wounded throats to help them speak, bring with them a refreshing relief that contains the secret of popularity.

This charming idyl of four men in a hospital on the Rhine—bound together in a friendship that grew out of common suffering—cannot help finding a welcome in America as sincere and complete as its acclaim in Europe. "Simple, moving and convincing," said Frank Swinnerton of it in the London Evening News. To be published January 21st. \$1.50.

NA PO

By JOSEPH

al

or di

3

This book fills a gap in all the chronicles and interpretations by serious-minded historians. Delteil has grasped the imponderable and mysterious core of Napoleon's character and career, and made of it a book equal in daring conception to his epochal subject. It thus supplements any biographical study of Napoleon—as the first real glimpse into the intimate source of his power—his

SPIRALS · by Aaron Marc Stein

Spirals is a new and beautifully clear interpretation of modern youth. It is, in the best and most desirable sense, an entirely subjective narrative—a Princeton novel of the college life of a clear-headed and intellectually daring young man. In it the psychology of a searching, sparkling, unappeased young mind is made a drama of major interest.

This marvelously new kind of story will gain in meaning as imitators and interpreters appear in coming seasons. To be published January 21st. \$2.50.

And don't forget—DEATH OF A HERO by Richard Aldington, BORN TO BE by Taylor Gordon. THE WELL OF LONELINESS by Radelyffe Hall, THE CHEERFUL CHERUB by Rebecca McCann.

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What a Valentine this astonishing bit of spoofing will make! What a sly temptation it offers to inscribe it to certain particular friends! It is one of those inspirations of prankish humor that happens once in a generation and cannot be imitated.

Each of the twenty-one methods is a little masterpiece of ingenuity, presented with mock-scientific neatness and dispatch, and the learned text is gleefully demonstrated in the illustrations.

Jean Bruller writes like an impish Mephistopheles—and how hypnotically he can draw! This startling handbook is sponsored by Corey Ford in a diabolically clever preface. To be published January 21st. \$2.00.

21 DELIGHTFUL WAYS OF COMITTING SUICIDE

By JEAN BRULLER
Preface by Corey Ford

WASA MAN LEON

DELTEIL

boyhood dream and lifelong fixation upon India.

To have conceived Napoleon as a mythological youth in a fairytale, who seeks to be Emperor of India, and who follows his dream through to its end, is a stroke of imaginative strategy that has captured the very breath and genius of the man who was Napoleon.

To be published January 21st. \$3.00.

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The irrespressible "Dougie" spreads his cloth and invites the world to a gastronomic revel. As master of ceremonies and chef plenipotentiary, he has marshalled an extraordinary corps of collaborators—famous hosts and hostesses, cooks, maitres d'hotel, inventors of dishes, mixers of esoteric drinks, sonneteers, painters and literati, all brave fellows, who contribute jests and epigrams, wise proverbs and quaint designs appertaining to food and the guzzling thereof.

Here is an encyclopedia of delicacies for the bon vivant, relishes for the spirit and menus for the weary diner-out and the gourmets of the world. To be published January 3rd. \$4.00.

386 Fourth Avenue, NEW YORK

Cortland Fitzsimmons

has written a brilliant detective story that seems destined to lead the mystery yarns of 1930. It is called



THE

BAINBRIDGE MURDER

and the first large edition was exhausted before publication. \$2.

Published January 2nd.

Now in its second printing.

Coming January 17th:

The big game book of the year by a great naturalist and a born writer.

Cherry Kearton's

IN THE LAND OF THE LION



The pioneer of big game photography who accompanied Theodore Roosevelt on his famous African expedition tells the story of the wild—the cruelty, humor, pathos and endless drama of jungle and plain. Here is the haunting, thrilling magic of Central Africa. 75 action pictures of wild game. \$3.50

First printing 7000 copies.

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Two baffling mysteries by successful authors

MURDER IN THE RAIN

by Wilson Collison
author of MURDER IN THE BROWNSTONE HOUSE

MURDER ON THE PALISADES

by Will Levinrew

author of THE POISON PLAGUE

ROBERT M. McBRIDE & COMPANY
7 West 16th Street New York

How Samson loved and lost and never loved again, and how Delilah came out of Samson's past and was his ruin.



JUDGE AND FOOL

The Story of Samson and Delilah

By ALTALENA

(Vladimir Jabotinsky)

In the Bible the story of Samson and Delilah is poetry; in the opera it is song; in this book it is pure drama, an exciting narrative that will never be old.

Here is the story of Samson who honored his father and his mother, yet spent seven days and seven nights with Delilah, the seductress. He judged soberly among his own people yet was a roistering companion to the drunken profligates of Philistines. He never smiled, sang, or drank at home—yet among the Philistines, his laugh was the loudest, his songs the bawdiest, his jokes the spiciest.

You haven't a customer who will not want to read about a real Samson and Delilah, as they love and breathe and suffer in the pages of this fine book.

Ready January 25th

\$2.50



HORACE LIVERIGHT NA GOOD BOOKS





Check List of

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By Paul Claudel
Illustrated by Jean Charlot
A poetic drama, profound and moving. (January) \$5.00

☐ FRANCE: A STUDY IN NATIONALITY

By André Siegfried

Keen comment by the author of "America Comes of Age."

(January) \$2.00

□ SELECTED POEMS

By William Alexander Percy

New poems and the best of Mr. Percy's earlier work.

(February) \$3.00

□ UNITING EUROPE

By William E. Rappard
The progress of the League of Nations. (January) \$3.00

☐ THE KINGDOM OF SAINT JAMES

By Milo M. Quaife

A Mormon narrative which is certain to make a wide appeal. (February) \$4.00

SURVEY OF AMERICAN FOREIGN RELATIONS 1929,

Also the Following Recent Publications:

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Cuthbert Lee. \$10.00
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George A. Baitsell. \$5.00
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Mary Hamilton Swindler. \$10.00
HIGH FINANCE IN THE SIXTIES,
Frederick C. Hicks. \$5.00

YALE UNIVERSITY PRESS

NEW HAVEN CONNECTICUT

An Announcement and an Offer:-



Dear Bookseller:

12 East 41st St., New York

We are privileged to take over at once the publishing rights of MISSISSIPPI by Ben Incien Burman. This extraordinarily fine novel was first released in September, but was reviewed much later, and its sale did not begin to pick up until late November. During December the reorders totalled more than three hundred a week, drawing out the last of the first edition. We will have a second edition off press on January 7th, and are releasing three series of advertisements immediately thereafter.

To give book dealers an extra profit on a book whose sale has only begun, we will add to each initial order sent us an additional 20% in free copies. In other words:

120 as 100 copies 60 as 50 copies 30 as 25 copies 12 as 10 copies 6 as 5 copies

Our advertising will be energetic and continuous. It will be profitable to you to join in our campaign.

Have you read MISSISSIPPI? If you haven't we'll be glad to send you a personal copy.

Cordially,

FARRAR & RINEHART, INC.



CHARLES HONEY, one-eyed junk dealer, out of a shadowy past, mysteriously connected with a drum and monkey, lovable, picturesque. The center of his world was his boy, Bicky, destined, he was determined, to rise above the mean influences of Silver Street. But all the world tried to take Bicky from him: a woman of the fields who sees in Bicky a vicarious son, her old man who tried to spoil him with gold, Idalia with her young, passionate love, his gin-drinking mother, all squalid Silver Street.

Watch This Book!

An Idyll of a Father's Love for his Son

A novel for every one—because it touches the heart with one of the most moving narratives we have read in years. Because it delights the mind with characterizations that make the people in the story come alive with gusto and enchantment.

Our editorial department said "Dickens" in describing this book. Our advertising department said "Sorrell and Son." Our sales department said "A sure seller". The trade agrees. M. G. Michaels, Head Book Buyer of Brentano's, says: "If I had not been permitted to read Drum and Monkey, I would have been cheated out of reading something big and fine and human. The whole novel is life itself, pulsing, vivid and real."

By George Manning-Sanders

DRUM and MONKEY

List Price, \$2.50

Ready January 25th

HORACE LIVERIGHT NY

By Wireless to the New York Times, Sunday December 29, 1929

BRITAIN AWAITING A NEW WAR BOOK

"Retreat," by C. R. Benstead. Now a Naval Officer, Will Be Published There and Here.

TELLS OF ARMY CHAPLAIN

His Experiences in 1918 Retreat of the Fifth Army, In Which the Author Took Part, the Subject.

By THURSTON MACAULEY.

Wireless to THE NEW YORK TIMES.

LONDON, Dec. 26.-The tide of war books has not yet turned here and in America. Since the phenomenal success of the German Remarque's "All Quiet on the Western Front" there have been Ernest Hemingway's "A Farewell to Arms." Richard Aldington's "Death of a Hero," Robert Graves's "Good-Bye to All That" and others which have joined the ranks of the best sellers.

No less interest is expected to be aroused by "Retreat," by C. R. Ben-stead, at present a Lieut. Commander in the British Navy. His book will be published here early in January by Methuen and shortly afterward by the Century Company America

"Retreat" is a story of 1918, when Germany began her final desperate bid for victory on the Western front. It differs from all other war books in that it specifically concerns a Britannia from a page of the country o ish chaplain from a peaceful country parsonage thrown suddenly into the unforeseen hell that was the retreat of the Fifth Army and his pitiful experiences attempting to min-ister to the men's spiritual needs.

Called a "Great Book."

Frank Morley, brother of Christopher Morley and active in the Eng-

lish publishing world, who is credited with the "discovery" of "Retreat," describes it as "magnificent, that rare thing, a great book," adding, "It has shaken me up as nothing else in recent years except 'All Quiet on the Western Front."

At Plymouth, where he is spending his Christmas leave with his wife and daughter, Commander Benstead discussed his book with the correspondent and told something about himself. He was in the retreat of the Fifth Army that his book concerns as an orderly officer to the Colonel commanding the Fourteenth Brigade R. G. A., attached teenth Brigade, R. G. A., attached to the Sixty-first Division, and his characters are drawn from life. Commander Benstead, who is 33,

is a native of Cambridge and was studying for a mathematics degree at the University of St. Catherine's College at the outbreak of the war. He applied for a commission, but was turned down because of trouble with his knee and exempted from all war service. Then he immedi-ately enlisted as a "Tommy" in the Suffolks, but became a Lieutenant before he went to France, getting there for the "tail end of the Somme." ...

Won Military Cross.

He was mentioned in dispatches when a subaltern in 1917 and received the Military Cross in 1918 for reconnoissance among German outposts. After the war he finished at Cambridge in 1921, entered the navy as a navigation instructor in 1922

and was promoted to his present rank a year ago.

Commander Benstead's first book was "Round the World With Battle Cruisers," written about the world cruise of the Special Service Squadron in 1923-24, when he was on the flagship, H. M. S. Hood. His second book, "St. Ange, the Adventure of Richard Conway Bowen," was a satire on yellow journalism, and his third was "Beginner's Luck," pointing fun at detective fiction.

He explained that writing "Retreat" was an accident, as the story of the chaplain was merely an incident in another book he was doing. But he realized that the chaplain's story was a book in itself, so he scrapped the rest and built up "Retreat" around the too-conscientious parson. It is his first war book,

Non-Fiction for Early Spring **Profits**

WHY YOU WIN OR LOSE

The Psychology of Speculation

by Fred C. Kelly

(Contributing Editor of The Nation's Business, author of "Human Nature in Business," etc.)

John B. Watson, eminent psychologist, says: "Fred C. Kelly is the logical man to make such a study as this. Besides being a successful speculator himself, he has been a keen student of behavior. It should be read by everyone who thinks of investing or speculating in stocks."

A STARTLING ANALYSIS OF YOUR WALL STREET BEHAVIOR.

February

THE STORY OF THE CHURCH

by John Clover Monsma

In 1930 the entire civilized world is commemorating the 1900th anniversary of the founding of the Christian church. Special services will be held in every Protestant church in the United States between Easter and Pentecost. Here is the only simple narrative story of the founding, growth and ramifications of the church.

February

WE LOOK AT THE WORLD

by H. V. Kaltenborn

The distinguished associate editor of the Brooklyn Eagle, publicist and radio speaker, here traces the great currents of international thought.

February

\$3.00

WINDJAMMING TO FIJI

by Viola Irene Cooper

The true story of two girls, a sailing ship and a South Sea voyage, delightfully told and profusely illustrated. Second Large Printing.

MARSE ROBERT

Knight of the Confederacy

by James C. Young

The important winter biography; a human, revealing story of the real Robert E. Lee.

"I can do no less than enthusiastically urge everyone to read it."-Walter Yust (Phila. Public Ledger).

Beautifully Illustrated

\$5.00 SECOND LARGE PRINTING

RAG PAPER EDITION, LIMITED TO 150 SIGNED AND NUMBERED COPIES.

From the List of Rae D. Henkle Co.

Books We Will Stress in Our Winter Advertising

THE TESTAMENT OF BEAUTY

By Robert Bridges

Limited edition (250 copies), bound in Douglas Cockerell's marble paper boards, \$25.00. Regular edition from The William E. Rudge Press, published 16th January, \$3.50. England's limited edition was sold out in eight hours. Of the American edition only a few copies remain. Four thousand copies of England's regular edition were sold within a week of publication. It is now the best selling non-fiction book in England, it is on the recommended list of two American Book Clubs.

The wide interest in the Testament of Beauty will bring orders for POETICAL WORKS OF ROBERT BRIDGES, 6 volumes, each \$2.25 COLLECTED ESSAYS OF ROBERT BRIDGES, 3 volumes, each \$1.00 OCTOBER, AND OTHER POEMS, \$2.00

TRADITION AND EXPERIMENT IN LITERATURE

T. S. Eliot, Rebecca West, Edmund Blunden, Ashley Dukes, Edith Sitwell and others chart the currents of the modern novel, poetry, drama, biography and criticism. To be published 23rd January. \$3.50

WAR AND PEACE

(One Volume Edition)

By Leo Tolstoy

This complete edition is a translation by Louise and Aylmer Maude, authorized by Tolstoy himself. Printed on Oxford India paper, 1584 pages are bound into one volume one inch and a quarter thick. Just published. \$3.00

SCULPTORS OF TODAY

By Stanley Casson

The success of SOME MODERN SCULPTORS (\$2.75) has induced Stanley Casson to issue this companion volume in which he considers Milles, Manship, Archipenko, Dobson, Kolbe, and others. \$2.75

A POET LOOKS AT HIS FELLOWS

By Charles Williams

Thomas Hardy, E. A. Housman, Kipling, Yeats, Walter de la Mare, G. K. Chesterton, Masefield, T. S. Eliot, Edith, Osbert and Sacheverell Sitwell, are subjected to trenchant intellectual appraisals. To be published 15th February.

ITALIAN PAINTERS OF THE RENAISSANCE

By Bernard Berenson

A Berenson book on Renaissance Italy is an event at all times. In January, 1930, it is especially important to those who will see the great Italian exhibition in London or who participate in New York's Beaux Arts ball. To be published 23rd January. \$4.50

MODERN COSMOLOGIES

By Hector Machberson

The story of man's expanding vision of the proportions and size of the universe from the sun worshippers and astrologists of Nineveh and the homocentric philosophers of 300 years ago to modern scientists, who place our solar system as a small spiral among two million systems. A book of solid facts that will fire the imagination. To be published 6th February. \$2.50

OXFORD UNIVERSITY PRESS

114 Fifth Avenue, New York City

New COKESBURY GOOD BOOKS

Iames Moffatt's

THE DAY BEFORE YESTERDAY

Dr. Moffatt's study in THE DAY BEFORE YESTER-DAY is of the history of thought in the 19th Century its philosophy, science, religion, and Church life. It is a keen study of the currents that have helped to carry we, and the movements that have made us

\$2.00

Joseph Fort Newton's THE NEW PREACHING

A book that concerns itself with vital preaching to 20th century congregations . . . "In beauty of expression, fascination of style, and apt use of words," there are pertinent analyses of the preacher, the sermon, "the new strategy," and the new congregation . . . Epochal hours in the lives of great preachers are vividly set forth, and choice quotations are made from masters of the pulpit.

\$2.00

Paul Hutchinson's

MEN WHO MADE THE CHURCHES

Luther * Cromwell * Fox * Knox Bunyan * Wycliff * Wesley * Campbell

Mr. Hutchinson succintly sets forth the distinctive contributions of these men to the religious life of the world.

William L. Stidger's

PREACHING OUT OF THE OVERFLOW

Dr. Gaius Glenn Atkins says: "'Preaching Out of the Overflow' is vital, practical, and wonderfully suggestive... Stidger has a wonderful genius for illustration hardly equalled in the American pulpit and the widest range of human interest. Any preacher will find in this book a stimulus and suggestions to put a new quality in his own preaching which will be sure to tell strongly and in the right direction."

\$2.25

William H. Leach's CHURCH PUBLICITY

Church publicity in its broadest sense-Church printing, Church advertising and Church publicity—comprehensively outlined, intelligently discussed, and freely illus-Immediately useful to pastor and Church

Pentecost Series:

SERMONS OF POWER

By Wm. E. Barton, Bishop Gailor, M. Ashby Jones, bishop Mouzon, Merton S. Rice, Wm. Edward Snyder, Samuel P. Spreng, Ross Stover, and James I. Vance. A variety of penetrating sermons, particularly appro-priate for publication and use during the 19th centennial of Pentecost

COKESBURY PRESS NASHVILLE



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Presenting a cross section of what America's foremost business men, journalists, political geniuses and certain poets are thinking of the Church and Religion.

OWEN D. YOUNG: "What Is Right in Business?'

HENRY FORD: "Henry Ford Talks Religion."

ROGER BABSON: "As a Business Man Sees It."

EDGAR T. WELCH: "Can the Pew Help the Pulpit?"

EDWIN MARKHAM: "Citizens of the City of God."

CURTIS D. WILBUR: "Life's Voyage.

R. A. DOAN: "The Kind of Christ We Share With the World."

THOMAS L. MASSON: Christ Means to Me.

ROBERT A. LONG: "God Is in His Heaven and in Business."

WILLIAM ALLEN WHITE: "Only God Knows.

JAMES CASH PENNEY: "Putting Christian Principles to Work in Business."

CHARLES M. WOOD: "Jesus Was Right.

JAMES SCHERMERHORN: "The Soul of a City.

EDGAR GUEST: Topic to be announced.

> Regular Edition, \$2.50 De Luxe Edition, \$5.00

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Penetrating analyses of the many aspects of Behaviorism by a distinguished group of psychologists, phillosophers, and religious scholars, includling:

WILLIAM McDOUGALL, Duke U. PROF. E. S. BRIGHTMAN, Boston U.

DR. HERBERT SANBORN, Vanderbilt U.

DR. CHARLES A. ELLWOOD, U. of Missoouri.

DR. W. E. GARRISON, U. of Chi-

DR. RUFUS M. JONES, Haverford also Dr. J. S. Senecker, Dr. A. W. Centner, Dr. J. H. Coffin, Dr. C. C. Josey, Dr. H. F. Rall, Dr. J. W. Langdale, Dr. Ross I. Finney, Dr. F. J. McConnell, Dr. L. H. Hough, Dr. J. Mark, Dr. W. P. King, and Dr. Josiah Morse

\$2.25

Books on Pentecost

The Christ of Every Road

By E. STANLEY JONES

Author of "The Christ of the Indian Road" and "Christ at the Round Table"

Dr. Jones believes that "the world-ground is being prepared for a spiritual awakening on a very extensive scale," and this book is an illuminating contribution toward its realization.

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By RAYMOND CALKINS

"A fresh discovery and interpretation of the Holy Spirit alike in its theological implications in the corporate life of the Church and in personal Christian experience," Dr. Calkins believes, constitute one of the urgent needs of the times.

Price, net, \$1.50, postpaid.

Pentecost Day by Day

By BRUCE S. WRIGHT

Covers a fifty-day period of Pentecost day by day, with a short explanation of a text of scripture that has a bearing upon the meaning of Pentecost, followed by a brief prayer that grows out of the scripture and the homily.

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A reinterpretation of the nature and significance of mystical experience and a presentation of historical illustrations through notable personalities of the meaning and value of the mystical approach to God.

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The note of personal evangelism is emphasized by Dr. Reisner, whose entire ministry has been a demonstration of this high type of Christian service.

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Detroit

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Portland, Oregon

A NEW IMPRINT

and a new line of books that recognize that your fastest-growing body of customers is that which prefers the best...

ALFRED · H· KING announces for publication this Spring:

PILGRIM TO THE ABYSS

By Axel Eggebrecht February (\$2.50)

TENTHRAGON
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KING HABER By Alfred Neumann March (\$2.50)

FOUR INFANTRYMEN

By Ernst Johannsen March (\$2.00)

Translated by A. W. Wheen

WAR FOR PROFITS

By Otto Lehmann-Russbüldt March (\$1.75) Translated by Pierre Loving An unusual descriptive leaflet of these publications will be sent on request—in quantity, and imprinted, if you so desire.

8w40 TH STREET NEW YORK



e

ET RK



You have sold these books in 1929; they are continuing as strong sellers in the New Year.—

Better check your stock!

THE INCREDIBLE MARQUIS

Alexandre Dumas by Herbert Gorman Sixth large printing. Illustrated, \$5.00.

A VICTORIAN VILLAGE

by Lizette Woodworth Reese. With woodcuts by Lankes
3rd large printing, \$3.00

THE DARTMOUTH MURDERS by Clifford Orr

4th large printing, \$2.00

THE PEERLESS LEADER by Paxton Hibben

Illustrated, \$5.00

THE ROMANTICS by Mary Roberts Rinehart 5th large printing, \$2.00

SINGERMANN by Myron Brinig

4th large printing, \$2.50

Life and Letters of STUART P. SHERMAN

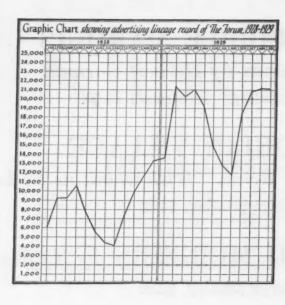
by Jacob Zeitlin and Homer Woodbridge

2 vols., illus., \$10.00

Farrar & Rinehart 12 E. 41st St., New York

In Canada, 128 University Ave., Toronto

NO DOUBT WHATEVER



No doubt whatever

that the FORUM is taking an increasingly prominent place among American quality advertising mediums.

The chart above shows the advertising lineage record of the FORUM for the years 1928-1929.

FORUM

Edited by HENRY GODDARD LEACH 441 LEXINGTON AVENUE, NEW YORK CITY

Publication date January 20th

FRA ANGELICO HIS LIFE AND WORK

By PAUL MURATOFF

Translated from the Russian by E. LAW-GISIKO

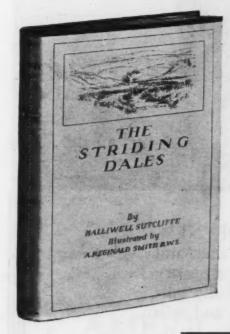
Giving a full account of the artist's life with a critical analysis and appreciation of his work and illustrated

WITH 296 REPRODUCTIONS IN COLLOTYPE OF THE ARTIST'S WORK

Bound in cloth gilt, gilt top, with substantial picture wrapper. Size 734 x 11 inches. \$10.00

Uniform with Venturis' "Michelangelo"
published a short time ago and now out of print
Prospectus with specimen plate can be supplied.





Publication date January 20th

THE STRIDING DALES

BY HALLIWELL SUTCLIFFE

Illustrated by A. REGINALD SMITH, R.W.S.

With 12 Colored Plates beautifully reproduced from water-color drawings and 70 line illustrations in the text.

A book full of intimate detail of the Yorkshire Dales. Bound in cloth gilt, size 7½ x 9¾ inches. \$6.00

Edition de Luxe. Signed by the Author and Artist and numbered. Size 7½ x 10¾ inches. \$12.50

THE HISTORY OF THE "WORCESTER" 1862-1929

By F. H. STAFFORD. With foreword by the EARL of INCHCAPE

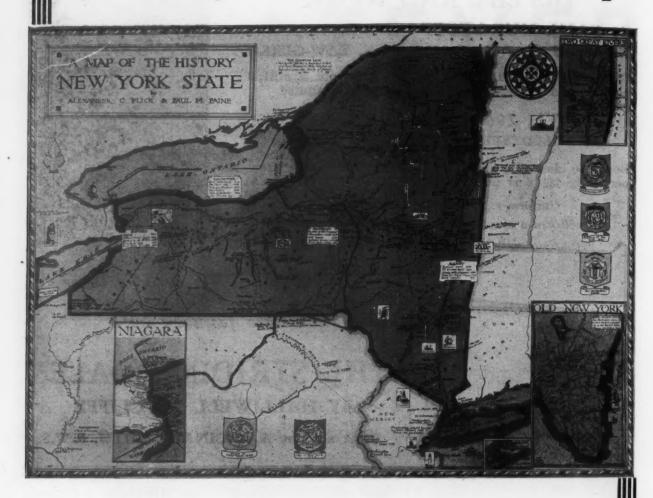
Being the Official History of the world famous Training College borne on the Thames, which has been the Nursery of the Royal Navy, Mercantile Marine, and other services throughout the world. Illustrated with 36 collotype plates. \$3.00

FREDERICK WARNE & CO., LTD.

26 East 22nd Street

New York, N. Y.

A Beautiful Display for Every New York Book Shop



A MAP OF THE HISTORY OF NEW YORK STATE, done by Paul Paine and Alexander Flick, rich with incidents of history charmingly reproduced and delightfully colored makes a fine shop decoration and sells readily.

\$2.00 less discounts

Size about 22 x 30 inches

R. R. BOWKER COMPANY

62 WEST 45th STREET NEW YORK

RETROSPECT AND PROSPECT

DOOKING over the list of books we designed and manufactured during 1929 gives us a feeling of satisfaction. We are proud of their appearance.

During 1930 our high standard of quality will be maintained. If possible we will make better books.

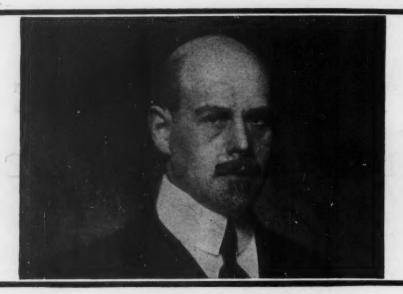
THE STRATFORD PRESS AMERICAN BOOK BINDERY

INCORPORATED

406 WEST 31st STREET

NEW YORK CITY

The largest complete book manufacturing plant in the East



WALTHER RATHENAU HIS LIFE AND WORK

Count Harry Kessler

Imagine a man who combines the outstanding characteristics of Henry Ford, Owen D. Young and Herbert Hoover—the first great representative of the new type of business man. Walther Rathenau, Germany's most powerful industrialist and most far-seeing statesman, saved her from early defeat in the War, and was assassinated for his loyalty to the terms of the Versailles treaty. "A remarkable biography about a remarkable man", says the London Nation. \$3.75

To be published January 9

READ THIS TO YOUR STAFF

Clemenceau's last and most sensational message to be published unexpurgated!

Two pieces of news for the bookseller. 1. We have received complete and documentary evidence (to be reproduced in the P. W. next week) that MEMOIRS OF A VICTORY (Grandeurs et Misères d'une Victoire) by Georges Clemenceau is to be published complete and unrevised—the last correction having been made in the Tiger's own hand a few days before his death. 2. The manuscript is in the hands of the translator.

HARCOURT, BRACE & COMPANY, 383 MADISON AVENUE, N. Y.

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JANUARY 4, 1930

Too Many Books

Alfred R. McIntyre

President of Little, Brown & Company

OW can the book trade be bettered?" I incline to the view that sales are increasing as rapidly as can be expected, and that larger profits for publisher and retailer can most

easily be obtained by widening for each the margin between cost of goods and selling price. And how do that?

The two most important developments in bookselling during the last ten years are, in my opinion; the apparently successful establishment of book clubs and the great increase in the number of small shops selling books. The two largest book clubs between them select twentyfour new books annually to send to their subscribers. A few of these are by authors of established repu-

tation and popularity; but the majority, although they become best sellers in the bookstores, are by completely or comparatively unknown authors. Thus the num-

ber of books selling twenty-five or fifty thousand copies or more in the bookstores is increased, and correspondingly the number of titles selling less than one thousand copies is greater than formerly—unless the

publicity given to books by the clubs is resulting in increased sales in the bookstores, which I feel sure no bookseller will admit. Would "All Quiet on the Western Front have had a sale of 235,000 copies in seven months through regular outlets if the Bookof-the-Month Club had not distributed some 67,000 copies to its subscribers? Perhaps! Would 20,000 copies of Fay's "Franklin" have been sold to the retail trade in the first fifteen days of December if it had not been a club selection? I doubt



Alfred R. McIntyre

\$3.00 price and the extra discount of five percent had been possible. Selection of a book by a club does increase its sales

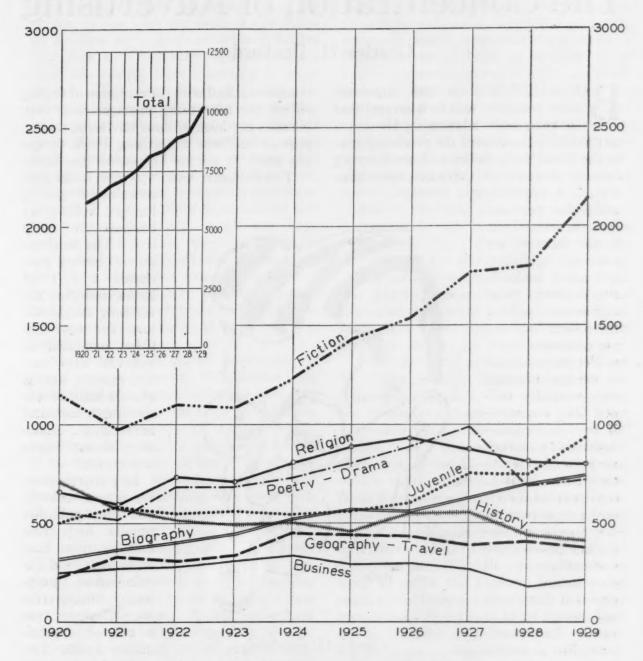
through the trade, and books of minor importance are hurt thereby. In 1929 my own house has broken all its records as to the number of new titles selling 25,000 copies or more (including two club selections) and also all recent records as to the number of titles selling six, seven and eight hundred copies. The fact that the small shops handle only the better selling titles probably contributes quite as much towards this result as the influence of the book clubs.

One can easily see the handwriting on the wall. And in their own interest as well as that of the booktrade it is time that publishers took notice. We have overproduction, and over-production should cease. How many publishers are there in America who, taking overhead into account, do not lose money on one-fourth of the books they publish? How many books are published because "some one will take it if we don't," or "it's pretty good and might catch on" (yes, once in a thousand times; in my experience of twenty years, my house has not more than twice sold 10,000 copies of a book in its first year when we didn't expect to do so and didn't advertise it accordingly); or "after all, Blank is an important author and if we don't publish this cursed book of short stories we'll lose his novels"; or because the manuscript is by the wife, sweetheart or intimate friend of So-and-So, and we want to please him? I can think of nothing in the world so beneficial to the booktrade as a whole as for every important publisher in America to cut his output of new books ten per cent or more (probably considerably more) by eliminating from his list books falling in the classifications just mentioned. That is to be the future policy of Little, Brown & Company, though it will not show results for a year because of the necessity of carrying out contracts already Then the publisher would have more time and more money to spend on his really worth-while books that now drop out of sight two, four or sixth months after they are published; and the bookseller would have more space to give these worthwhile titles, and more interest in trying to sell them. And each publisher's plant costs would be less, and his profits greater, and he might be disposed to share the extra profits with the booksellers by increasing his discounts. During the past year Simon

and Schuster have shown what splendid results can be obtained when a publisher keeps his list down and exploits practically all his new titles (it is this as well as clever advertising that has made so many Essandess best sellers); and Harcourt, Brace & Company have achieved wonders in securing continuing sales for some of their books by keeping on with the advertising and trade promotion.

How to widen the margin between cost of goods and selling price? If a publisher can sell an average of 5000 copies of 80 titles, instead of an average of 4000 copies of 100 titles, without increasing his advertising expenses or general overhead, his sales are the same in volume, and he has twenty less sets of plates, cover dies, etc., to pay for. Thus \$20,000 might easily be saved on a business of \$600,000 in new books (assuming an average wholesale price of \$1.50 per copy); and there would be something saved in the way of fewer unearned advances and unsold first printings.

It is within the power of the booksellers to force the publishers to adopt such a They are not compelled to buy anything like all the books that are published, and I hope that they will more and more discrimnate against the many new books that should never be issued. I hope, too, that they will stop arguing about the book clubs, which are here to stay if they can hold their subscribers and make money. and to whom most publishers will continue to offer their books. If accurate figures were available of publishers' sales through the trade, but leaving out sales to book clubs, I believe they would show a considerable gain for 1929 over 1928, and for 1928 over 1927. The book clubs have given books a tremendous amount of publicity; they have directed public attention to a few titles, at the expense of many others, but I doubt if they have really taken much business out of the individual bookstore. They are competitors, just as magazines, movies and radios are-but the business of selling books at retail is still growing and its weakness lies more in the margin of profit than in the amount of the sales. I wish, also, that a survey of booksellers' costs, such as was proposed at the convention of the American Booksellers' Association last May, might soon be undertaken.



Merwin-Davis, chart makers for many large social and health associations, banks, insurance and trade associations, have made for the Publishers' Weekly this chart from data compiled by the Publishers' Weekly. The chart graphically illustrates some of the points raised by Mr. McIntyre. In the decade since the war, the total number of new titles and new editions as listed in the Weekly Record of the Publishers' Weekly has risen from 6,187 to 10,187, an increase of 65%. Of the separate classifications, fiction shows the largest totals and the most rapid rate of increase. Seven other classifications, the most active in bookstore sales are charted for easy study.

The Concentration of Advertising

Charles H. Denhard

BOOKSELLERS in the important cities presently will be informed that in 1929 book advertising showed a substantial increase over the preceding year in the New York dailies and an alarming decrease in most of the newspapers else-

where. A situation, which last year became a major issue in the relations between publishers and many booksellers, threatens to be aggravated when the figures for 1929 are computed.

Yet the condition is neither unsound nor especially serious. The remedyif one is neededdemands a return to principles which the book business has discarded. Obviously, most publishers would be delighted to advertise constantly in all the logical newspapers if they could sell enough books to justify the expenditure. But it cannot be done until fewer books are published

and more retailers sell them.

The greatly increased number of books has created an economic condition with enormous disadvantages. By publishing twice as many books, the retailer and publisher can increase their volume, without necessarily increasing their net profit. The bookseller, called upon to handle a greater number of titles, buys fewer of each. Week after week in most publishing houses, the question arises of advertising in Boston, Philadelphia, Chicago, the coast cities and

elsewhere. And with the exception of the big sellers, the advertising manager finds that his sales per book in these territories do not provide sufficient advertising funds to use any space at all for his second line titles.

The publisher with 150 new books may conceivably get a large volume of

large volume of business in every city. The local retailers, having purchased a lot of books, feel that advertising should follow. Yet those 150 titles, published at intervals over several months, have a ghastly habit of dissipating a mythical advertising allowance almost before it is created.

In a city supporting fifteen booksellers, the publisher usually finds that half his titles have an average local distribution of 45 copies, or an advertising allowance per title of approximately \$5.00. Prorated he probably has spent many

times that amount on his local advance work and general listings. If all those books with the \$5.00 allowance were published simultaneously, they would provide a sum for a sizeable newspaper announcement. But they aren't. Sometimes they are tacked on to the advertising of more popular books. Usually these \$5.00 items produce the funds expended for magazine advertising and other national promotion efforts in an attempt to help all booksellers equally and to catch the individual or



Charles H: Denhard

a group somewhere, who will start a book

selling.

Further, the thousands of titles which the bookseller buys in ones, twos and threes, do not have the same chance today of building up a local advertising budget that they had five years ago particularly with advertising rates mounting to huge figures. Then, with fewer titles, the publisher could reasonably expect reorders for his weaker books, and as these reorders materialized, they automatically made funds available for the city or town that produced them. So that, week after week, the second line books created the appropriation which made possible the consistent and voluminous advertising in all the large centers. Today, those one-two-three books are so seldom reordered and die so soon, that there is simply a grand procession of new books making way for newer books, and only a comparatively few of them ever justify the efforts of publisher and bookseller.

Nearly as much *initial* advertising is placed today in Boston, Philadelphia, and Chicago as ever before. But the sales that warrant *continuing* that advertising locally do not ensue, even though the booksellers' volume of sales and the publishers' volume of sales are greater. What made the advertising lineage so large previously was *continuing* the advertising of a book with the funds produced by *reorders* for that book.

There are too many books. The book-seller, having sold the two copies he purchased and confronted with the problem of reordering that title or stocking a new one, stocks the new. A few years back he would have bought originally five or ten copies, reordered ten or even twenty-five and given the publisher an opportunity to do something about the book locally.

While the steadily diminishing volume of local advertising, outside of New York, is lamentable, it indicates neither a lessening of cooperation on the publisher's part or any apparent shrinkage in his national advertising expenditure. Whatever the publisher has "saved" locally, he has spent nationally, and a great deal more. The list of magazines he employs is increasing constantly. Rates are rising rapidly. The Saturday Review, Atlantic, Bookman, Harpers, Scribners, Mercury, Forum,

Golden Book, Review of Reviews, World's Work, Outlook, North American Review, Current History, Yale Review, Nation, New Republic are some of the periodicals circulating nationally, which feature books, penetrate every community and carry a large volume of book advertising. The vastly increased number of titles obviously makes it imperative for the publisher to use more media of national appeal, and with a high proportion of readers reasonably likely to be bookish. Juvenile magazines, booksellers' own periodicals, and catalogs are used more lavishly, with the trend toward national circulations.

And at the head of the list of national magazines in the book field belongs the New York Times Book Review. Again, the deluge of books has helped to swell the advertising columns of the Times. All the \$5.00 appropriations, utterly useless elsewhere, enable the publisher to make up large space units and to announce all his books to the largest single market.

Probably 20% of all the money spent to advertise trade books is spent in the Times Book Review. It is wrong to regard the tremendous expenditure as New York City advertising. It isn't. Nor is it intended to be. Year after year, book advertisers who invite direct response, find that replies to their advertising in the Times Book Review are as national—and as international—as those from any magazine. It is an astounding fact that on keyed book advertising the Times Book Review consistently produces a greater response from most states in the Union than the book pages of the leading papers produce in their own states. The Times Book Review must not be regarded as a New York advertising medium, or dismissed as of little help to booksellers outside of the New York area. The bookseller who accepts as helpful to himself, all the national magazines listed previously can accept the Times Book Review as equally helpful. Because, astonishing as it may seem, the Sunday Times has as large a circulation as (if not larger than) those magazines in practically every city and state from the Atlantic to the Pacific.

The Herald Tribune's admirable Books is also national in scope, increasing constantly in power and responsiveness, and cannot be consigned in its influence to a

restricted local area. Whatever concentration the publishers practice in the *Times* and the *Herald Tribune* is concentration on known book buyers—not upon a geographical center. The bookseller who does not number among his customers subscribers to either or both of these newspapers is rare. The Publishers' Dream is a book supplement to the Sunday Chicago *Tribune*. May it be soon!

The large volume of advertising in the other New York dailies is justified because it sells books—lots of them. New York is a good book town, fortunately. It has

several hundred stores where books may be bought. Books are important to the newspapers, and advertising has a chance to succeed. But the publishers are totally unbiased. They will spend their advertising dollars wherever book buyers will respond.

So called concentration of advertising is not in any sense discrimination against any bookseller, newspaper or city. In fact, it is not concentration at all but national circulation. And the wise bookseller is the one who, to quote Dr. Hugh Baker, "keys his store into that campaign."

Efficient Book Distribution

Franklin M. Watts

The Geo. Innes Co., Wichita, Kansas

NYTHING that will increase the net profits of both the publishers and retailers will be of benefit to the booktrade. Everyone agrees that the book business is in a healthy condition but that we would not object to some more business. Before entering a discussion of this kind the writer would like to state that this article will eliminate at the start any discussion of the book clubs for the simple reason that the booksellers have demonstrated that they can do nothing about them. Also the booksellers cannot bring about a reduction in the number of titles published, nor can the publishers. Also there is no likelihood that the gross margin in the book retailing will become over 40%. In fact, there is a strong indication that the discount will be pegged at this figure.

Where can improvement come most easily? The answer is in more efficient distribution. This is at present the neck of the bottle. Books not displayed on the counters and shelves of stores are not sold. Customers want books, not promises of future delivery. The few, large, efficient bookstores are not a problem. They will always keep in stock books that sell. In addition they are ususally located where salesmen from publishers can call frequently. The problem of the book business is

the retailers that are located away from the large centres of population. There are a few bookstores of great efficiency and power in these localities and these exist because some potentially great merchant is interested in books.

It might be of interest to compare book distribution to magazine distribution. There are certain lessons that can be learned by the booktrade from this rival for the attention of the reading public. First of all let us agree that the businesses are different, that books cannot be sold as magazines—the Literary Guild notwithstanding—and that magazines carry paid advertising. The first lesson to be learned from magazine distribution is that the magazine sales are handled by a few agencies. Here in Wichita we deal with only four companies. This makes distribution simpler.

Why should it be that a retailer of books need to see representatives from so

many houses?

The next lesson from the magazine distribution is that the distributing agencies presuppose that the dealer has no intelligence, and that he is not enterprising enough even to use the telephone to get more magazines. At least once a week each agent checks each stand to see what magazines are running low and what sur-

plus, if any, is on hand. The proprietor of the stand is never asked how many he wishes—more magazines are brought without asking. Also if a magazine doesn't sell at one shop it soon stops coming. Magazine distribution is a marvel of efficiency. The fact that magazines are returnable is only an incident. No publisher can afford many returns. They average less than 5% and in some instances like Liberty I understand the returns have been only a little over 1% with an increasing circulation.

"This is all well and good," says the patient reader, "But what has this to do with selling more books at a profit?"

The trouble with book distribution is that it supposes the book dealers to be both good merchants and good book men. This is a hard combination as is testified by the few really outstanding bookstores. is not intended as general disparagement. Good merchants are rare and they can make more money in other fields of business. In order to secure better merchandising of books it will be necessary to have a system of distribution that will insure adequate representation in most of the stores in the country. In addition it will require a method that will keep wanted books on the shelves of booksellers and not wanted books off the shelves.

I do not believe in the consignment system of business as now practiced. The only books a dealer can get on sale are those that won't sell in his shop anyway. It is a bad practice. One place where our present philosophy of distribution of books is at fault is in assuming that unless a dealer has an investment he will not push an article. Who ever heard of a dealer losing money through markdowns on Campbell's Soup which is visible in every grocery store in America? You can see windows of cigarettes yet dealers are not faced with losses. You also see windows full of magazines and dealers have no money at stake.

The Plan

Here is plan which I am putting out for discussion and which seems to solve some of the problems. It is not a Utopia. It presupposes that both the dealer is a human being and that the publisher is one as well. It also presupposes that there will be occasions where one of them will not play

the game entirely fairly with the other.

First, the publishers will go to dealers with this proposition, that the retailer, in conjunction with the representative of the publisher, will decide which books on the list he will stock during the current season. His initial purchase will be an outright purchase.

Next they agree to this. Namely, that the retailer will furnish by mail every week or two weeks a list of stock on hand in these books that he has agreed to stock. The publisher then will from the stock list of the dealer send further stock in such quantities as the publisher thinks the account can use. The retailer can suggest certain quantities but the publisher will decide the quantities.

Every three months or six months the retailer can return at the publishers' expense (the bookseller having paid the transportation out) any copies of books which have not sold during the previous three or six months as many copies as are on hand at the end of the period.

The first difficulty is that dealers will not furnish stock lists. This can be solved by cutting discounts or withdrawing return privileges if they do not send the list. The worst that can happen to the dealer is to be back on the basis he was before.

The publishers can see a few faults in this proposal. The first is that dealers will send back stock in order to lighten inventories. This is prevented by the provision that only books that have to be accepted for credit are those that have not sold as many copies during the previous six or three months as are on hand. Even this will bring some chance for beating the game by slick dealers. The publisher always has the chance to cut off the return privilege by refusing to continue with the agreement at the expiration of the term.

Advantages of this plan or one similar. a. It will give the small dealer the same reorder facilities as the large.

b. It will keep important books in stock through the country.

c. It will permit the establishment of book departments in stores where there are now no bood departments.

d. It will eliminate the present waste of having books that are enjoying a nationwide sale stopped because of the fear of markdowns.

How to Increase the Sales of a Retail Book Shop

O. B. Stade

Hollywood Book Store, Inc.

Y article must of necessity be divided into three subdivisions. I shall call the first, Improvements by self-help on the part of the bookseller; the second, Co-operation between bookseller and publisher; and the third, means by which the publisher can help the retail bookseller.

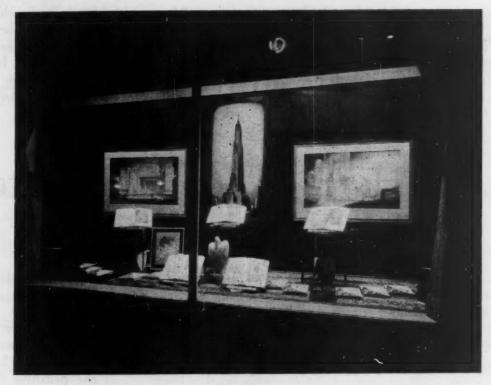
First: A retail bookshop in order to obtain the maximum trade of the community in which it is located, must first of all be so arranged that customers as well as salespeople will be able to find those books for which there is demand. It is, therefore, of prime importance that the customers be familiarized with shop arrangement. A shop should be made as attractive as possible-in other words, it should have a bookish atmosphere, but this need not be carried to the extreme. There should be tables and comfortable chairs so as to encourage browsers. Good lights and proper lighting are of great importance. A daily short book is of prime importance, especially for those booksellers who like ourselves are far from the publishing houses, and the list of the best sellers should be checked at the same time. Business can be further improved by special instruction of the sales force by having store meetings and by attendance of literary lectures and sales talks whenever such opportunities offer themselves. The addition of a rare book and first edition section as well as the carrying of such lines as will not conflict with the atmosphere of a real bookshop, are an additional help; under the latter come such things as exclusive stationery, fountain pens, fine leather goods as well as greeting cards, with special stress on Christmas cards and accessories. I have found that it pays very well to feature the new dollar books, such as the Grosset reprints and the Star

books; a great many additional sales can be made displaying these books prominently and calling attention to their cheap price.

Second: In regard to the second division of this article I advise my fellow booksellers to use to the fullest extent all of the sales helps such as posters and the special display material so lavishly furnished by some publishers but alas, not at all by others. It is advisable to tie up what advertising a bookshop wishes to do, with local book reviews and lectures and to work hand in hand with such of the local clubs as are interested in literature. A still unexploited field in most sections of the country is group advertising by way of radio, in the expense of which booksellers and publishers should share alike. Apropos of advertising I should like to say that I consider general advertising without tie-up an absolute loss.

I sincerely hope that the publishers will pay some attention to the third part of this article. The greatest handicap to efficient bookselling on the Pacific coast is the almost complete lack of proper book distribution. With the exception of a few progressive book publishing houses there is absolutely no distributing center west of Chicago.

All the other lines of merchandise have found it necessary to have at least one such center on the Pacific coast and if the booksellers of the coast wish to keep forging ahead, then we must insist that we receive better help from the publishers than we have had heretofore. The present system of distribution is not only antiquated but is also frightfully inadequate and very costly. Eastern booksellers can have no conception of the enormous sums paid annually by the booksellers of the west, far west and Pacific coast for transport of books.



Displays on architectural books have current news interest. New York stores, even in the high pressure of the Christmas season, seized upon the opportunity to display the notable pictures that are a feature of Hugh Ferris' volume, "The Metropolis of Tomorrow." (Ives Washburn). Wanamaker gave two windows to the display, of which this is one, and Lord & Taylor, Weyhe, Brentano's also featured it

Is There a Changing Trend in Christmas Buying?

Alfred E. Knight

Smith & Butterfield Co., Evansville, Ind.

HE tumult and the shouting having died down, we pause to look over our shelves—some full, others empty or depleted—and we are amazed at the changing trend in Christmas buying in Evansville. So much so that we are wondering if this is a local condition or if other booksellers throughout the country have experienced the same trend in their locality.

In other years we have sold most heavily of the old time and much-loved favorites such as "Kidnapped," "Treasure Island," "Little Women," "Alice in Wonderland," "Heidi," "Grimm's" and "Andersen's Fairy Tales" and others in that class in all editions from the modest fifty cent issues to the more sumptuous two-fifty and three-fifty books. This year, while we have sold some of all these books we are just a little staggered at the number left on our hands after the rush while other types of books which hitherto did not have such a ready sale have moved quickly and in some cases have had to be re-ordered during the rush period. I refer to new copyright books by new authors and with new illustrators like the Mukerji

titles, the aviation books by Covington Clarke, "Hitty — Her First Hundred Years," "Number Seven Joy Street," the one-fifty and two dollar books for boys and girls not in series, and many other similar books.

We did not experience any special re-

session of buying children's books this year over other years as might have been expected because of the slight tightening of the spending power of the public, but our surprises have been in the character of the books purchased rather than in their cost price to the buyer.

L. B. Herr & Son Celebrate Fiftieth Anniversary

HE firm of L. B. Herr & Son, Stationers, Booksellers, Printers, celebrated their fiftieth anniversary during the first week of December with the holiday opening of their Children's Department. The new children's section is

on the second floor of the building into which the store has grown from its beginning in a little room in Orange Street. In this first small space, L. B. Herr, who is still actively in charge of the business at eighty, established the firm which is today one of the nation's oldest bookstores.

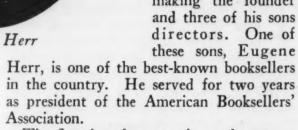
After having worked as an apprentice in the stationery shop of Harry Herr, a relative, L. B. Herr decided to open his own shop in Orange Street. For years he had been interested in music and sing-

ing societies, and his first business venture was in selling pianos, organs and musical instruments. After four very successful years, he moved to the Wickersham Building which at the time housed the Inquirer, Lancaster's local paper. For twenty-three years Herr stayed at this address, first in a single room, but later requiring additional space for his newly acquired printshop. At this time he dropped the musical instruments, and the business was given over entirely to stationery, printing and books.

Again the business needed space and a new location was found at Geisenberger Building in North Queen Street. Here

> the printing business was expanded, and Herr built his own printshop. The next move was made after eight years when the building in which the store is now located was purchased. Here ample room was found for the book and stationery business as well as the printshop. Today the stock includes a complete line of office and business equipment.

In 1920 the business was incorporated making the founder and three of his sons directors. One of



The firm is today as active and progressive as it has been over its long period of growth and with its newest department for children complete and attractive in every detail it looks forward to even greater advancement in 1930.



L. B. Herr

New Methods for Sales and Royalty Analysis and Inventory Control

William S. Thompson

Sales Manager of G. P. Putnam's Sons

FOR a number of years the Bureau of Census at Washington has been making use of tabulating equipment and punched card methods for accumulating statistics. Similar equipment was installed recently by G. P. Putnam's Sons, for use

as new methods in connection with analysis of sales and royalties and for control of inventories.

The heading shown on the card illustrated below indicates the nature of the data obtained.

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| 2 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 1 |
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All information shown, excepting quantities, has been made the basis of a series of codes. Cards are machine punched from sales invoices and other coded original data.

The punched holes in the card above represent the following information:

Sale on December 23, 1929, billed on invoice no. 85632, to customer 1076, class 9; sold by salesman number 3; customer located in Portland, Oregon; author 161, Emil Ludwig, book number 5, "July '14;" royalty class 1, domestic; publication class 5, biography; 250 copies for \$875.00; department number 5.

The punched cards are accumulated for the month and sorted by machine at the rate of four hundred per minute. The sorted cards are then machine tabulated to produce the information required. In this manner monthly reports of sales by customers, by title, and by geographical distribution may be secured. Reports of sales by titles and by royalty class are similarly obtained.

Inventory control is maintained through the use of balance cards, together with printing and binding cards. Inventory additions are representated by positive figures and withdrawals by figures punched in complement. Weekly inventory reports are obtained on current publications, and complete monthly tabulations on the full list.

In addition to the above applications, the tabulating equipment is being used for voucher distribution, and cost of sales analysis. The chief advantage of punched card methods lies in the ease and accuracy with which a vast amount of detail may properly be segregated and the resulting reports made currently available.

THE Dublishers' Weekly.

The American BOOK TRADE JOURNAL

Founded by F. Leypoldt
EDITORS

R. R. BOWKER F. G. MELCHER

Subscription, United States \$5; Foreign \$6; 15 cents a copy

62 West 45th St., New York City

January 4, 1930

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Prosperity

HE steadily developing prosperity of the book business, which began seven or eight years ago, and the growing market for new varieties of books has led inevitably to an increasing diversity of titles each year, and the totals of book production, as far as the records of new titles are an indication, have shown a steady upward slant year by year.

This growth seemed to reach almost a climax in 1929 with a jump in the figures that is considerably more than in previous years. In new titles alone as recorded in the *Publishers' Weekly* there has been an increase over 1928 from 7,614 to 8,342, or 728 titles. The increase of new editions from 1,562 to 1,845, or 283 titles, a total increase of 1,011 titles, or 11% and total number of new enterprises 10,-187, the first time that the totals have broken through to five figures. This may be compared with the figures for a year ago of Great Britain, which were 14,399 and will probably exceed 15,000 this year.

Of this increase of 1,011 titles, Fiction, now 2,142, supplies 339, or approximately one-third of the total. Children's books showed the next largest increase, adding 183 new titles and reaching a total of 931. Biography had been rapidly growing in the last few years, and this year has gone from 696 to 738. This is double

the number of biographical titles that were listed in 1921.

There is a very appreciable increase in what might be called the scientific literature, for example, 96 new titles in Education, 94 in Medicine, 55 in Technical Books, 44 in Philosophy, 41 in Business Books, 15 in Science, 15 in Philology. The only reductions of any consequence are Sociology 49, History 23, Geography and Travel 30, Agricultural 27.

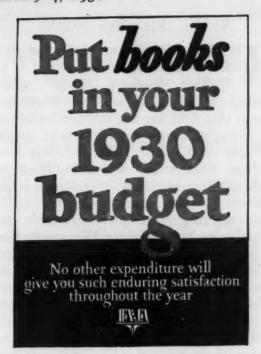
It is interesting to compare the totals with the book year of 1921, when the new confidence of the trade first began to get under way. Fiction in these eight years has increased over 100%, Juveniles approximately 80%, Biography 100%, History has decreased by 40%, Religion has increased by 35%, Poetry and Drama has increased by 40%, Fine Arts have stayed constant.

Statistics as to how many copies of these books are sold cannot be so readily obtained, but the government takes a biennal census, and the totals for 1929 will be gathered during the next few months. The figures released last year were for 1927 and showed a very healthy growth, indeed.

Selling What You Know

N book stores as in grocery stores, it is often a good habit for the salesman to familiarize himself with the flavor of the things he is selling, as his sales vocabulary under such encouragement increases in vividness and effectiveness. It is with that in mind that publishers so often send out samples in advance to those who are known to have wide influence at the actual point of sale.

It can be pointed out with equal emphasis that it would be well for the bookseller to understand the games that the public is playing, in order that the public may continue to turn to bookstores for ideas for their diversions. The huge sale of cross-word puzzle books was undoubtedly helped on by the fact that there were few book salesmen who had not already tried out the game and knew its fascination. And the same might be said of anagrams. Our advice to the salesman would be, "If you haven't tried anagrams, do it now and see just where the fun lies."



This effective new reminder that books are an essential item in the family budget for 1930 has been mailed to bookstores on the N. A. B. P. mailing list. Post it immediately and let it help you accent the idea of year-round book-buying. Miniatures of the sign, 3½ by 5½, in black and vivid red, make attractive enclosures for January 1st mailings. The N. A. B. P. can supply booksellers with quantities up to two hundred gratis, additional hundreds at seventy-five cents each.

Authors and Their Copyrights

HE recent action of the Authors' League in requesting magazine publishers to copyright all contributions in the author's name has brought about a great deal of discussion in the magazine field, and the interest is reflected among book publishers. The action of the authors was taken because of the increasing difficulty in protecting their rights and also because the magazine publishers, through their association, have been opposing the authors' move toward a better copyright law which would give them an improved title to their creative work. Magazine material has been usually copyrighted in the name of the publisher, and the authors now insist that every article shall be copyrighted under the name of the author, and this to be indicated either on the title-page of the magazine or by a

line at the foot of the page containing the contribution. The authors believe this to be particularly important now, in order that they may not only have complete control of their property for selling subsidiary rights but also because, unless their product is in their own name, they cannot claim exemption from paying the state income tax.

The resolution declares that "The members of the Authors' Guild go on record as approving the Order in Council of October 10th providing that members of the Guild, in selling material to magazines, request magazine publishers to publish their serials, short stories and articles with legal copyright notice in the author's name, and that members be instructed to notify the Guild Council (the Authors' Guild is a section of the The Authors' League) of each and every refusal on the part of any magazine to comply with this request, so that the Guild may be in a position to inform its members accurately as to which magazines purchase first magazine publication rights and which magazines while seeming to purchase only first magazine publication rights, actually purchase all rights by failing to protect other rights by copyright."

The book publishers are interested in this action because in many cases they are publishers of magazines and also because if copyright other than magazine rights are not carefully protected their own conditions of operating are insecure, and valuable property is jeopardized.

The More Serious Books

HE tendency in the last few publishing seasons to find wider demand for books of serious interest seems likely to increase in the year just ahead. There have been a number of books in science, philosophy, education, etc., that had a good start during the last year, and it would seem a good plan for booksellers to keep this tendency in mind in their buying and search out for titles that could be developed to popular sale. Books of a provocative intellectual nature such as those of Eddington and Dewey must be classed with solid reading, but it's solid reading the public seems very much inclined to undertake for 1930.

A New "Index"

THE editorial page of the Manchester Guardian takes up the discussion of book clubs and deprecates this new restraining influence on people's

reading.

"The Book Society, whose claims were set forth by Hugh Walpole in a letter which we published last week, need not be surprised if the attention it attracts is not It widely adveraltogether adulatory. tises the names of five authors, and announces that this "selection committee" is prepared to help other people to choose their reading, provided that the other people agree to purchase once a month one of the books which these five authors recommend. It is permissible to ask how these five came to think that such a society was needed. Did Hugh Walpole feel himself incapable of choosing his own reading? Surely not, since he is prepared to give advice to others. It was for the judgment of others, not for his own, that he felt an Olympian pity. If, as Mr. Walpole claims, a large number of people have already shown that they are ready to have their reading thus controlled, we can but deplore the diffidence which they do not share with the selection committee. The lack of this diffidence in individual readers in the past has enabled many a writer to live long before he had attained any largely remunerative success. Readers are as important as writers, and the tendency of the Book Society must be to foster community reading at the expense of that individual adventuring which allowed the man who discovered an author for himself to feel that, though he might be in a minority, it was one 'that held a proxy for posterity.'

"The individual might be mistaken, but, for the book he had chosen, he was a good reader. The Book Society seeks to increase the numbers of those who are content to let others choose for them. This is altogether undesirable, quite apart from the doubtful modesty of claiming such a monopoly of judgment. Further, if a man buys a book, it usually means that he must leave another unbought, so that the prescription of some books can only mean the proscription of others. We do not welcome this new form of Index."

As to Business Books

UTH LEIGH'S article in the Publishers' Weekly of November 9, on "Selling Business Books" which pointed out that there are many opportunities in this field for the average bookstore. has brought to us several letters of inquiry and comment. The Dixie Business Shop in New York, which is probably the country's leading specialist in business books, believes that no dealer without a special training can give adequate service in such a highly technical field. We are inclined to agree with Mr. Smithley, the proprietor of this famous institution, and we are glad that the country has in his store a highly developed specialty shop. At the same time, the general bookstore is called upon to serve its community in many ways, and without being a specialist in any field, it handles books on religion, technology, aviation, art, etc., in each case without being technically trained in any of those arts. But, as we have said, Mr. Smithley is a specialist and his argument is of great interest. He says in part:

"Through The Dixie Business Book Shop there has been sold more than a million dollars worth of business books. The ability to sell these books lies in a distinct economic training; an ability to evaluate any theory advanced or practical suggestion made; previous experience in finance; a complete knowledge of the trend of business; and many more individual factors which are evoluted from knowledge gained by years of experience

as well as teaching.

"No general dealer and certainly no clerk could intelligently stock these books. Shibley's "New Way to Net Profits" was fundamental at a certain period but just at this moment the old way is back with The greatest of sales in 1919 and early 1920 was in books relating to foreign trade. If the general dealer had not been able to sense the coming débâcle as indicated by the foreign exchange condition at that time and had "stocked" books he would have eventually junked them at complete loss. During the past two years Common Stocks and Investment Trusts were the emphatic points but what they will be a year from now....!

"To sell a book to a business man the

seller must know what he is talking about ...he must know as much or more than

the prospective client.

"The average dealer had better refrain from 'stocking' too many business books, for in spite of Miss Leigh such are a 'specialized market.'"

Heated Discussion Continues

HE discussion of whether or not the Dakin life of Mrs. Eddy shall be deposed from its place on the book counters is increasing and the references to it are constantly appearing in the press. As the story about the banning of the book at Lord & Taylor's, the big New York department store, has been several times repeated, the Publishers' Weekly has checked with the president of that firm as to what actually happened. Mr. Reyburn says that "the book was stocked in August and pushed as the biography of the month but didn't sell rapidly. For that reason we did not expect to reorder. About November 1st a number of complaints from individual customers were received. There were none from officials of the Church, and there were no threats. For these reasons it was business-like to withdraw the book from conspicuous display. Only one other complaint came two days later from a young lady. Finding the book available, she refused it unless it was displayed on the table with the rapidly selling biographies. The newspapers carried this story erroneously, stating that The articles we had banned the book. published about the matter seemed to be good advertising. Hence the demand for the book has increased. Also the publishers of the life of Mrs. Eddy approved by the Church has been offered through the book channels on a business-like basis. Both this and Mr. Dakin's book are now carried in the department and sell fairly well."

The New York Evening World expresses the general attitude of the press in saying that "Bookshops are filled with books that are highly controversial; filled with books written to attack various religions and schools of political or economic thought. It would be a tragic thing for the bookseller if all Fundamentalists threatened to withdraw patronage from any shop handling a book favoring

Modernism or if the Modernists were to attempt to exclude books favorable to Fundamentalism. The ultimate result would be disastrous both to literature and the book business. We have no views on Mr. Dakin's book, nor on that which is recommended as the authentic biography of Mrs. Eddy by the Christian Science Board. But we claim the right to read either or both and the right to purchase."

When Is a "Special Price" Not Special?

THE Federal Tax Commission, in its war upon all fraudulent and misleading advertising and selling through misrepresentation, has prohibited certain sales methods of the David B. Clarkson Co., of Chicago, which sells books at retail.

In its statement of December 11th, the

Commission says:

"Typical of the practices charged against this company is the representation that the regular price of the 'New Pictorial Atlas of the World' is \$8.50, although a 'special offer' of the book in art craft binding is made at \$2.98 and in cloth

binding at \$1.98.

"The Commission found no regular price of the atlas, and the principal sale other than through this company was through canvassers and agents who sold it at prices ranging from \$2.98 to \$3.98 but has not for the last two years sold it at a figure other than \$1.98 for the cloth binding and \$2.98 for the art craft binding

"'Clarkson's Law and Business Cyclopedia' was advertised as the 'regular \$5 flexible law binding edition.' 'If at the end of five days you feel that this will be worth tens of dollars or hundreds of dollars yearly to you, send us our introductory price of only \$1.98 in full payment' quoted the company in advertising to prospective customers, yet this book has never been sold at the price of \$5, and \$1.98 was not a special introductory price, but was the respondent's regular price."

On Page 102 of this Issue
MID-WINTER INDEX
QUARTERLY ANNOUNCEMENT
OF NEW PUBLICATIONS

New Year Changes in Publishing Houses

The Beacon Press, Inc.

INDA LANCY has taken the place of Elizabeth Lindsey as head of the retail book department at The Beacon Press, Inc.

Albert & Charles Boni, Inc.

A NDOR BRAUN is now in the sales department of Albert & Charles Boni, Inc., and Strafford Riggs is sales representative for New York City. Riggs is also doing editorial work on their maga-

zine, Greative Art.

THE Century Company announces the appointment of John F. Winters as sales manager of its trade book department.

GUY HOLT has resigned as secretary and a director of this company. From this date the editorial department will be under the direction of Richard J. Walsh, president. Cleland Austin, vice-president, will be in charge of sales, with Kenneth Meeker as sales manager, and Earl Newsom conducting advertising and promotion.

H. B. DUNLAP, formerly with Longmans, Green, has joined the Dial Press as head of its sales department. As announced previously, Ed. Vass has been elected treasurer.

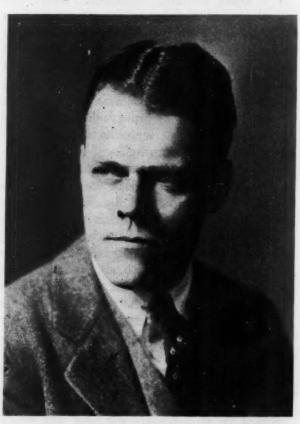
J. F. VANCE, for several years in charge of manufacturing at E. P. Dutton & Company, leaves to go on the staff of Fortune, the new Time publication.

STUART ROSE has become New York editorial representative of Little, Brown & Company with headquarters at their New York office, 354 Fourth Avenue. Rose was formerly associated with the editorial staffs of Robert M. McBride & Company and Brentano's.

Department of Longmans, Green & Company

O N the first of the year the Educational
Department of Longmans, Green &
Company was divided, and Amasa Walker
is now in charge of the college department while William R. Crowley is in
charge of the Elementary and High
school departments.

A S has been announced before, T. C. Morehouse has been appointed head of the college department at Macmillan's.



Storer B. Lunt

W. W. Norton & Company, Inc.
W. NORTON announce the appointment of Storer B. Lunt as their sales manager. Mr. Lunt will take office on January 1st. Mr. Lunt was born in Portland, Me., and attended the local public schools in that city. He graduated from Yale University in 1921, served a year as Lieutenant in the Field Artillery

during the war, took graduate work in Literature at Cambridge University, England, and traveled a year in Europe. For the past five years he has been actively associated with publishing. He spent one year with Doubleday, Page and one year with Doran, and since has served the combined firms. During the past two years he has been on the sales end of The Crime Club, resigning in order to take up this new position with Norton. He has sold trade books over the country for Doubleday, Doran in all but a few minor states.

Katherine Barnard, formerly with C. C. Parker in Los Angeles, and Ball and Wilde in New York, is taking charge of publicity for W. W. Norton & Company,

Inc.

Payson & Clarke, Ltd.

THE most important first of the year change in the house of Payson & Clarke, Ltd., is the changing of the firm name to Brewer and Warren Inc. Both the old and new firm names will be used on jackets and title-pages through the spring until the trade gets used to the new name. Then Payson & Clarke, Ltd., will be dropped entirely. Sidney M. Biddell, one of the vice-presidents, resigned on January 1st. John R. McCann, formerly with Dutton, becomes sales manager succeeding the late Robert Hayes. George J. McLeod, Ltd., of Toronto, succeeds Irwin and Gordon, Ltd., as Canadian agents for the house.

Isaac Pitman & Sons

I SAAC PITMAN & SONS announce the following additions to their staff: Accountant, Christine Spirito; production department, Reginald Hooper; school department, William R. Sutton and Adelaide Hoyt; advertising and mail order, Kenneth E. Robb and Daniel O'Hea.

Reilly & Lee Company

AMES J. SMITH, for many years with Doubleday, Page & Company, becomes eastern representative for Reilly & Lee Company. Leigh Reilly, an officer in the firm for many years, has been compelled because of ill health to resign as treasurer and director, and F. H. Howard has been made treasurer. S. H. Darst is vice-president and F. J. O'Donnell, secretary. F. K. Reilly remains president.

J. H. Sears & Company, Inc.

THE firm of J. H. Sears & Co., Inc., has been purchased by the three men under whose direction the business has been built, J. H. Sears, P. A. Murkland and S. McL. Loweree, who will continue under the name of Sears Publishing Company, Inc., at the old address, 114 East 32nd Street, New York City.

Ives Washburn, Inc.

FRANCES C. JOHNSON, formerly on the staff of the Retail Bookseller, is now in charge of publicity and manufacturing at Ives Washburn. Ralph M. Mould is their new city salesman,

The Brotherhood Dines

HE annual banquet of the Brotherhood of Commercial Travelers being the 45th in succession was given this year at the Hotel Roosevelt, New York,

on December 30th.

President Irving Hopkins was toastmaster and among the sixty odd in attendance there were twelve past presidents, including John Hovendon, H. M. Caldwell, F. T. J. Nunan, Victor W. Cupples, A. T. Leon, W. J. Barse, C. C. Schepmoes, William Haldane, Joseph F. Greene, Hon. D. J. O'Connell and George Bachman. The complete list of past presi-

dents now numbers forty.

While the Brotherhood rarely depends upon authors or travelers for entertainment, their yearly affairs are always very enjoyable especially the impromptu talks of members and invited guests. Among the members who addressed the diners were George McLeod, of Toronto, Fred Nunan, as nimble-witted as G. B. S., Dave O'Connell, who carries a side line of Congressional responsibilities, and George Seiffert, who carries Doubleday, Doran's big line. The guests who added to the enjoyment of the evening were Harry Gould of the American News Company and Sol Abbott, the merchandise manager of Stern Bros. Professional singing and dancing enlivened the evening successfully while the outstanding act that thrilled everyone was performed by a young man named Paxton described as "He of the Camera Mind" who instantly gave facts and figures relating to any city named on a printed list of 400 in the United States.

In and Out of the Corner Office

HE New York World, because of the eminence of its editors in the field of books, was able to carry on December 27th a very interesting advertisement which had a photograph of seven books of the past year, all written by people in the World These included Walter organization. Lippmann's "A Preface to Morals," Mr. Lippmann being editor of the World, "Twelve Against the Gods" by William Bolitho, columnist, "Berkeley Square" by John L. Balderston, London correspondent, "The Tragic Era" by Claude G. Bowers," on the editorial staff, "Dr. Johnson and Mr. Boswell" by Harry Salpeter, assistant literary editor, "Lorenzo the Magnificent" by David Loth, on the editorial staff of the Sunday World, "Muldoon" by Ed Van Every, sports writer, and "Yonder Grow the Daisies" by William Lipman of the World News Service. & & &

A page in the Cambridge quarterly Hound & Horn gives a new picture of the versatility of Harvard graduates: Edwin N. Kent 'oo has published "The Business Side of Dentistry;" Reginald W. Kauffman 'oo, "Love de Luxe;" T. S. Eliot '10, "For Lancelot Andrewes;" De Witt Relton '95, "A Modern Pilgrim's Progress;" Edwin Arlington Robinson '95, "Cavender's House."

Geraldine Gordon sent us a Christmas card from the Hathaway House Bookshop, Wellesley, Massachusetts. It read:

"Fragment of a carol as sung by a befuddled Massachusetts bookseller on Christmas eve.

God rest you merry gentlemen,
Let nothing you dismay,
The publishers are turning out
A dozen books a day,

To put us in the censor's power, And lead us all astray! Oh, tidings of comfort and joy!" & & &

John W. Hiltman, head of D. Appleton & Co., is back from a London trip and is very optimistic about the conditions for 1930. Mr. Hiltman's report and analysis of book promotion will, as usual, be one of the features of the annual meeting of

the Publishers' Association next month.

Virginia Watkins of the editorial department of Coward-McCann, was a passenger on the Bermuda-bound Fort Victoria which sank December 18. All she salvaged was her fur coat and her husband, Jack Long, of Detective Fiction Weekly whom she had married the day before.

From the Rudge Press we hear that Dard Hunter's book on "Papermaking Through Eighteen Centuries" is to be issued in one volume at \$15. There will be an edition of 1,500 copies. Most of Mr. Hunter's books have been more closely limited editions and practically unobtainable for many who have wanted to read them. His reputation is likely to lead to the early exhaustion of this edition.

Dr. Williamson, director of the Columbia School of Library Service, has enlisted Dr. Lehmann-Haupt for a series of evening lectures on the History of Book Production to begin in February. Dr. Lehmann-Haupt, formerly in charge of the Gutenberg Museum at Mainz, has written valued articles for the Publishers' Weekly since taking up residence in New York last Spring.

December 22nd, was the sixtieth birthday of Edwin Arlington Robinson. Since his fiftieth birthday which was celebrated by a famous dinner Mr. Robinson has been thrice awarded the Pulitzer Prize and has published eight volumes of verse. Mr. Robinson lives in New York but spends his summers at the McDowell Colony in Peterborough, New Hampshire.

Frederick Roberts Rinehart of Farrar & Rinehart and brother of Stanley Rinehart was married to Elizabeth Sherwood recently at Geneva, New York.

A publisher told us at lunch the other day about a budding novelist who wrote to explain that her typewriter, the only one in town, had broken down so she was printing her manuscript. The letter added a P. S.: "By the way, I have changed the name of my novel from 'Mary Magdalen' to 'Rolling Down to Rio.'"

The Dutton Fellowship

HE E. P. Dutton Fellowship for Library Work With Children was announced this week at Chicago at the Council meeting of the American Library Association. The idea is that of John Macrae, president of E. P. Dutton, who wrote, in making this proposal to the Children's Librarians' Section, that he wished to name the Fellowship after Mr. Dutton, "from whom he had learned to love the publishing of children's books." Mr. Macrae is desirous of doing something to express his appreciation of what is being done by the children's librarians of the country and to help forward the ideals of the leaders of the group, by helping to train worthy successors.

A Fellowship for a graduate student was decided upon rather than a scholarship for an undergraduate, and \$1,000 a year for at least three years has been made available. The award will be conferred annually by the Committee on Library Work With Children of the American Library Association, and the sum is to be used for a nine months' course of study in a school accredited by the American Library Association which offers a degree or diploma in the library work with children, or for advanced study under conditions studied by the applicant and approved by the Committee. It may be given at the discretion of the Committee either for the purpose of bringing into the profession college women who otherwise could not take a library school course or graduates of a one year library course, who, through advance training or research, would be able to make a more distinguished contribution to the profession.

Mr. Macrae sailed for Europe on December 20th, but a cable from him was read at the meeting when the announcement was made on December 30th. In planning this step, Mr. Macrae has been in consultation with Effie L. Power, Director of Work With Children at the Cleveland Public Library, and with Sarah C. N. Bogle, Assistant Executive Secretary of the American Library Association, and each detail was worked out according to their suggestions. A letter to Mr. Macrae from Linda A. Eastman, Librarian of Cleveland and former President of the

A. L. A., expresses the librarian's appreciation of this contribution from a publisher when she says, "I can't resist writing you to tell you how delighted I am that you are doing this splendid thing. I believe that you are right in thinking that well-trained children's librarians will do more than any other thing to develop future generations of good readers."

SOME 1930 ANNIVERSARIES

Births

| Apr. 7 William Ellery Chan- |
|----------------------------------|
| ning, Author, Leader of |
| American Unitarianism 1780-1842 |
| May 4 John James Audubon, |
| Naturalist and Artist 1780-1851 |
| Sept. 8 Frédéric Mistral, |
| Provençal Poet 1830-1914 |
| Oct. 15 Virgil (Publius Ver- |
| gilius Maro) 70-19 B.C. |
| Nov. 2 Jaques Charles Brunet, |
| French Bibliographer 1780-1876 |
| Dec. 5 Christina Georgina |
| Rossetti, English Poet 1830-1894 |
| Dec. 11 Emily Dickinson, |
| American Poet 1830-1896 |
| |

Deaths

| Feb. 14 Sir William Black- | |
|-------------------------------|-----------|
| stone, Author of "Commen- | |
| taries on the Laws of Eng- | |
| land" | 1723-1780 |
| May 9 Gustave Flaubert, | |
| French novelist | 1821-1880 |
| Sept. 18 William Hazlitt, | |
| English Essayist | 1778-1830 |
| Dec. 22 George Eliot, English | |
| Novelist | 1819-1880 |
| Important Events | |
| - (- T 1 TTT' 1 1 | . 3.5 |

1630 John Winthrop settled Massachusetts under his charter of 1629.

Publishing Least Affected

STOCKS of the Paper and Publishing Industries as listed on the New York Stock Exchange showed a depreciation of market value of 5.7% during the month of November according to the statistics just released. The average depreciation of all stocks was 12% and 5.7% was the best showing of any of the thirty-two classifications.

Communication

IMPORTED VS. AMERICAN **EDITIONS**

December 14, 1929.

Editor, Publishers' Weekly:

As publishers who have given in the past, are giving now, and will give in the future every possible cooperation to libraries, Frederick A. Stokes Company would like to state in a friendly spirit its attitude toward the importing from England by American libraries of books available and copyrighted in editions of American publishers.

We know that this is being done in some cases and we sympathize if and when the English edition is definitely more desirable than the American edition.

But the fact remains that importing in quantities of more than one copy on a single invoice, of books available and copyrighted in this country, is illegal. Admitting that the law can be and is being evaded, we should like to present another and we believe a more important reason why American libraries should buy the American edition of a book whenever possible.

Let us look squarely at the situation of the American publisher offered publication rights of a work published in England. If he considers it a good book and one for which there should be at least a moderate and permanent sale in this country, he thinks it worthy of better treatment than the importing of a small uncopyrighted edition from the English publisher; it is worthy of manufacture in this country in order to secure American copyright protection for the author. It is then always available for American buyers as long as it remains active and is kept in print.

This manufacture represents a considerable investment, and naturally the American publisher does not undertake it unless he believes in the book and believes it will find support here. Often it is a book so fine or of so special a nature that unless he receives all the support of American libraries, he is bound to lose money on it; but he undertakes it with the wish to serve American libraries. If the libraries gave their support all would be well, and the publisher, able to rely on one important outlet, would be encouraged more and more often to venture on books, both of fiction and non-fiction, of the quality that is "too good" for an assured popular sale but which good libraries want to offer

their patrons.

But sometimes the American publisher, having made his investment, finds the large American libraries importing the book in lots of fifty or more through English job-If he cannot count on the legitimate support of the libraries, he must often decide against the wisdom of manufacturing an American edition. The cumulative effect of this practice is to limit the number of better-class English books that can be made easily available in this country.

As the National Association of Book Publishers clearly states it in a discussion of the subject, "if the American publisher has to undertake to stimulate interest in a book here only to have part of the sales go overseas, his interest in the transaction must be decidedly dulled. Thus, in the case of books that can promise only moderate sale here, the English author is debarred from obtaining the service of an American publisher who in turn could serve the libraries and general public well by bringing to the attention of American libraries many books that might otherwise escape their notice."

We believe that many librarians understanding the situation, will prefer in future to buy in America—not only because it is illegal to do otherwise, but because they will, in so doing, work with publishers

for better book service here.

We urge also that Heads of Library Order Departments, or library list-makers who find the English edition of an American copyright preferable to the American edition, write to tell the publisher about it. If it is possible, he will be glad to bring his edition up to the mark.

We write this letter to the Publishers' Weekly not with the idea that we are bringing up a new subject, but with a wish to re-state a situation which has increased in importance since the discussion of it in

1923 and 1927.

Yours sincerely, HELEN DEAN FISH. Library Department, Frederick A. Stokes Co.

Record of American Book Production, December 1929*

| | | New | | By Origin | | | | | | | | | |
|----------------------|-----------|----------------|----------|--|----------|-------|--|--|--|--|--|--|--|
| | | blica- ions | | English And other Authors Foreign | | | | | | | | | |
| CLASSIFICATION | New Books | New Editions | American | American | Tmported | Total | | | | | | | |
| Philosophy | 20 | I | 18 | - | 3 | 21 | | | | | | | |
| Religion | 44 | 2 | 32 | 3 | 11 | 46 | | | | | | | |
| Sociology, Economics | 32 | 2 | 22 | 2 | 10 | 34 | | | | | | | |
| Law | 12 | I | 11 | | 2 | 13 | | | | | | | |
| Education | 21 | - | 18 | 2 | I | 21 | | | | | | | |
| Philology | 25 | 6 | 16 | 5 | 10 | 31 | | | | | | | |
| Science | 48 | 5 | 44 | | 9 | 53 | | | | | | | |
| Technical Books | 28 | 8 | 30 | - | 6 | 36 | | | | | | | |
| Medicine | 23 | 8 | 21 | - | 10 | 31 | | | | | | | |
| Agriculture | 8 | 1 | 7 | - | 2 | 9 | | | | | | | |
| Domestic Economy | 3 | _ | 2 | - | I | 3 | | | | | | | |
| Business | 16 | 2 | 15 | 1 | 2 | 18 | | | | | | | |
| Fine Arts | 21 | _ | 10 | _ | 11 | 21 | | | | | | | |
| Music | 6 | I | 5 | _ | 2 | 7 | | | | | | | |
| Games | 19 | I | 13 | 3 | 4 | 20 | | | | | | | |
| General Literature | 38 | 8 | 33 | 5 | 8 | 46 | | | | | | | |
| Poetry, Drama | 57 | 16 | 48 | 6 | 19 | 73 | | | | | | | |
| Fiction | 32 | 72 | 31 | 12 | 61 | 104 | | | | | | | |
| J'uvenile | 42 | 5 | 28 | 1 | 18 | 47 | | | | | | | |
| History | 39 | 3 | 24 | 4 | 14 | 42 | | | | | | | |
| Geography | 17 | 4 | 12 | 1 | 8 | 21 | | | | | | | |
| Biography | 57 | 5 | 39 | 7 | 16 | 62 | | | | | | | |
| Miscellaneous | 5 | 1 | 6 | | _ | 6 | | | | | | | |
| | 613 | 152 | 485 | 52 | 228 | 765 | | | | | | | |

^{*} In December, 1928, 803 new books, 140 new editions, were recorded, a total of 943.

Changes in Price

A. S. BARNES AND COMPANY On and after January 1, 1930, the prices of Miss Hinman's "Gymnastic and Folk Dancing," Volumes I, II, III, and IV, will be increased to \$2.00 each (list price at present \$1.60). The price of Volume V will remain at \$2.00.

D. APPLETON & COMPANY
"Principles in Sociology" by Herbert Spencer (3 volumes) from \$10.50 to \$15.00 (or from \$3.50 to \$5.00 per volume).

LITTLE, BROWN & COMPANY
Effective January 1st

"The Three Things," by Mary Raymond Shipman
Andrews, from \$.75 to \$1.00.

"Tad and His Father," by F. Lauriston Bullard,
from \$1.25 to \$1.50.

"Five Plays," by Lord Dunsany, from \$1.65 to \$2.00.

"At Good Old Siwash," by George Fitch, from \$2.00
to \$2.50.

to \$2.50.

"The Next-to-Nothing House," by Alice Van Leer Carrick, from \$2.50 to \$3.00.

"Main Street and Wall Street," by William Z. Ripley,

from \$2.50 to \$3.00. Alexandre Dumas' Romances, Handy Library Edition, Alexandre Dumas' Romances, Handy Library Edition, 43 vols., from \$1.75 per volume to \$2.00 per volume. "The Pioneer West," by Joseph Lewis French, from \$2.50 to \$3.00. "Sixty Years of American Humor," by Joseph Lewis French, from \$2.50 to \$3.00. "Soundings," by A. Hamilton Gibbs, from \$2.00 to \$2.50.

\$2.50.

"Labels," by A. Hamilton Gibbs, from \$2.00 to \$2.50.

"The Up-to-Date Waitress," by Janet McKenzie Hill, from \$1.75 to \$2.00.

"The Book of Entrées," by Janet McKenzie Hill,

"Cakes, Pastry and Dessert Dishes," by Janet Mc-Kenzie Hill, from \$2.00 to \$2.50.

"The Optimist's Good Morning," by Florence Hobart Perin, cloth, from \$1.50 to \$1.75.

"The Optimist's Good Night," by Florence Hobart Perin, cloth, from \$1.50 to \$1.75.

"Sunlit Days," by Florence Hobart Perin, cloth, from \$1.50 to \$1.75.

"The Black Eagle Patrol Series," 3 vols., by Leslie W. Quirk, from \$5.25 to \$6.00.

"The Boy Scouts Black Eagle Patrol," by Leslie W. Quirk, from \$1.75 to \$2.00.

"Boy Scouts on Crusade," by Leslie W. Quirk, from \$1.75 to \$2.00.

\$1.75 to \$2.00.
"Boy Scouts of Lakeville High," by Leslie W. Quirk,

from \$1.75 to \$2.00.
"The Boy Who Lived in Pudding Lane," by Sarah

Addington, from \$1.75 to \$2.00.

"The Pied Piper in Pudding Lane," by Sarah Addington, from \$1.75 to \$2.00.

THE WILLIAMS & WILKINS COMPANY
"Influence of Habit on the Faculty of Thinking," at \$5.00 instead of \$6.00.

WILLIAM MORROW AND COMPANY "The Blue Gingham Book," by Imogene B. Woolcott. From \$2.75 to \$2.50.

Obituary

MISCHKE, BOOKSELLER, IS DEAD

H. MISCHKE, for more that sixty years a bookseller, died at his home in New York, December 6, at the age of 84. He was born at Frankfort on the Main in Germany, January 21st 1845, and came to the United States about sixty years ago, and entered the trade a few years later. His interest lay in art books and fine editions. For the last twenty-five years his bookshop has been located at III Nassau Street, New York, where he remained actively engaged until his death.

Business Notes

DOTHAN, ALABAMA.—Book and Art Shop, O. O. Tolleson, opening with fiction and children's books, circulating library.

CHICAGO, ILL.—At the sale of the assets of W. P. Blessing Company, ordered by the court, the successful bidder was A. R. Allenson, who represented the stockholders of Blessing Book Stores, Inc. The business will be combined at 63 East Adams St.

CHICAGO, ILLINOIS. -- Paula Valeska de Molchin have sold the River Book Shop, 228 N. La Salle Street, to Jennie and Florence Hanawalt.

Cresson, Pennsylvania. — Cresson News Agency, Front Street, H. Greenwald, manager, opened with fiction, children's books and circulating library.

Hollywood.—J. B. Menz has opened a bookstore at 6735 Sunset Blvd., with general stock.

The Weekly Record

Describes and indexes the new books of all publishers in a convenient reference and buying list for bookstores and libraries.

BEGINNING with this issue the editors of The Weekly Record will take this space to point to some of the volumes mentioned in the week's list which seem to deserve the special attention of the booksellers. No attempt is to be made to comment on all aspects of the week's output, but those touched upon will be books of subject interest which might open up good possibilities for sales

building.

The first week in January shows the publishing season promptly under way, and the first publication dates of distinctly new books are January 3rd and 4th. publishers had assorted lists of titles, Knopf, Harper, Little, Brown, Sears and Morrow. A major literary event is the publication of H. M. Tomlinson's "All Our Yesterdays"; the Publishers' Weekly will publish shortly a checklist for Tomlinson collectors. It is interesting to note that seven new detective stories by E. M. Channon, J. J. Connington, Cortland Fitzsimmons, J. S. Fletcher, Isabel B. Myers, Lee Thayer, and R. A. J. Walling, have arrived, so that the fiction counter and the rental library will have new material. Stokes issues "Murder Yet to Come," the novel that won Stokes Smart Set prize. Coward McCann have used this date for their important novel, "Coronet" by Manuel Komroff, and Farrar & Rinehart publish "Young Man of Manhattan" by the young writer Katharine Brush, whose short story, "Night Club," made her famous.

"Gourmet's Almanac," compiled by Allan Ross Macdougall, appealing to all good livers, is a Covici, Friede book. African travel is represented by "In the Land of the Lion" by Cherry Kearton, in which there are excellent photographs. An art book that may start considerable discussion, "The Philosophy of Art" comes from Professor Ducasse of Brown (Dial Press). Samuel French has just issued its fifth annual volume of one-act plays, this being the season of amateur dramatics. "Strictly Dishonorable," one of the big hits of Broadway, comes from Liveright in book form. Yale University Press presents its first volume in the new series on Publications in Economics, Social Science and Government, Maurice Davie's "Evolution in War." "Little, Brown issues Lucy Allen's "Best Candy Recipes," as seasonal as bridge books and private theatricals. Eight more volumes appear in the Everyman edition including Moliere's "Comedies," which is especially welcome. Two timely books on investments are Frederick's "Common Stocks and the Average Man" (Business Bourse) and Stern's "Fourteen Years of European Investments" (Bankers Pub. Co.).

The bookseller who has a clientele interested in books on art and artists has found many books in the past season to offer to such collectors, and the New Year starts off with Price's volume on "The Etchings and Lithographs of Arthur B. Davies," which Mitchell Kennerley is publishing.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth." Imprint date or copyright date is always stated, except when imprint date and copy-

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of January 4, 1930

Allen, Lucy Grace

Choice candy recipes. 147p. il. D c. Bost., Directions for making artistic candies for the home candy-maker by the director of the Boston School of Cookery. Little, Brown

As it is; by a loyal Christian Scientist. 863p. O '29 c. Cincinnati, O., Johnson & Hardin, Edwards Bldg. Notes on the teachings of Mary Baker Eddy.

Belmore, Lewis

The sucker's manual [humor]. 64p. il. '30 N. Y., Business Bourse

Benjamin, William Augustus

The song of the opal sea, and other things [lim. ed.]. 63p. il. (pt. col.) O '29 c. Los Angeles [Author, 416 Bradbury Bldg.]

Verse, varied in theme.

Betts, Frederick William, D.D.

Forty fruitful years. 384p. front. (por.) D [n. d.] Bost., Murray Press, 176 Newbury The autobiography of a minister, present pastor of the First Universalist Church in Syracuse, N. Y.

Blakeslee, George Hubbard

The Pacific area; an international survey. 230p. (bibl. footnotes) map D (World Peace Found. pamphlets, v. 12, no. 3) '29 c. Bost., World Peace Found. A guide to the political relations of East and West in the Pacific area.

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

Fool's goal. 308p. D c. Bost., Little, A mystery-romance of the modern west.

Boyton, Neil

The blessed friend of youth, Blessed John

Bosco; foreword by Alfred E. Smith. 218p.
front. D '29 c. N. Y., Macmillan \$2
The biography of an Italian priest whose life was
devoted to his work for the boys of the city streets.
He was the founder of the Salesian Congregation,
to carry his educational system to all parts of the

Brush, Katharine

Young man of Manhattan. 325p. D '30, c. 29. 30 N. Y., Farrar & Rinehart The love story of Toby and Ann, two young newspaper writers, with a background of a swift metropolitan life.

Burkholder, Mabel

The shield of honor. 76p. il. D [c. '29] Elgin, Ill., David C. Cook Pub. Co. The adventure of a French boy and some gypsies. Burnett, William Riley

Iron man. 312p. D c. N. Y., Dial Press The story of Coke Mason, prize-fighter, who becomes the middle-weight champion.

Carlisle, Helen Grace

Mothers cry. 267p. D c. N. Y., Harper

The story of a mother told in her own words—a woman, who had been a working-girl in New York of the late nineties, who, after her marriage and widowhood, struggled to bring up her four children.

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice in wonderland; Through the looking glass, and other comic pieces. 350p. il. S (Everyman's lib. 836) ['29] N. Y., Dutton flex. cl. 80 c.

Channon, E. M.

The chimney murder. 274p. D '30, c. '29, '30 Bost., Little, Brown
A London suburban family is startled out of their everyday existence by the surprising discovery of the parts of a murdered man's body, which have been hidden in the chimneys and cellar of their house.

Chase, Stuart

Prosperity, fact or myth. 188p. D (Paper b'ks) '29 c. N. Y., Chas. Boni pap. 75 c. What the era of great American prosperity, 1922-1929 has meant to the man in the street. A detailed survey by the well known economist, author of "Your Money's Worth" and "The Tragedy of Waste."

Clem, Jane E.

The technique of teaching typewriting. 368p. (4p. bibl.) il., diagrs. D [c. '29] N. Y., Gregg Pub. Co.

Code, Rev. Joseph Bernard

Great American foundresses. 530p. (bibl. footnotes) il. (pors.) O '29 c. N. Y., Mac-The biographies of sixteen women, founders of Catholic sisterhoods in America.

Connington, John Jervis, pseud [Alfred Walter Stewart]

The eye in the museum. 285p. D '30 c. '29, '30 Bost., Little, Brown \$2

There are many suspects in the case of the surprising death of Mrs. Fenton, which is related, strangely enough, to a museum of curiosities hidden away in a little English town.

Bellquist, Eric Cyril

Some aspects of the recent foreign policy of Sweden. 128p. (5p. bibl.) O (Internat'l relations, v. 1, no. 3) '29 Berkeley, Cal., Univ. of Cal. Press pap. \$1.75

Blaisdell, James Glenn
Instructional tests in biology. 64p. il. O '29
Yonkers, N. Y., World B'k pap. 32 c. рар. 32 с. Blue, Helen J., and others

The Philippine beginner's book. 107p. il. D '29 N. Y., Macmillan 72 c.

Boyd, Eric Forbes

Maripoza Bung, or, The pirate's daughter; a play for boys in one act. 25p. diagr. S (French's plays for boys, no. 17) c. '29 N. Y., S. French pap. 30 c.

Correll, Hal

The flaming hand. 278p. il. D [c.'29] Elgin, Ill., David C. Cook Pub. Co. 50 c. An historical tale of Babylon.

In the service of the king. 82p. il. D [c. '29] Elgin, Ill., David C. Cook Pub. Co. 35 c. A story of a boy's adventure in the days of King Soloman.

Coursey, Oscar William

That lonely Jew [Jesus]. 112p. D [c.'29] Mitchell, S. D., Educator Supply Co. bds. \$1

Davie, Maurice Rea

The evolution of war; a study of its rôle in early societies. 40Ip. (17p. bibl.) O (Yale pub'ns in economics, social science and gov't) '29 c. New Haven, Conn., Yale

By an associate professor of the science of society in Yale University. Published on the Kingsley Trust Assn. Publication Fund.

Davies, Arthur B.

The etchings and lithographs of Arthur B. Davies; comp. by Frederic Newlin Price [lim. ed.]. 228p. il. F '29 c. N. Y., Mitchell Kennerley \$20; half lea., \$60, bxd. Beautiful reproductions of the etchings, lithographs and wood-cuts of Arthur B. Davies, together with a short sketch of the life and work of this artist, who died last year

Diamond, William, and Schomaker, Christel B., eds.

Lust und leid; five one-act plays from contemporary German literature. 225p. D [c. '29] N. Y., Holt \$1.44

Drew, Lillian Curtis

Individual gymnastics; a handbook of corrective and remedial gymnastics; 4th ed. rev. 276p. il. D '29 Phil., Lea & Febiger \$2.25

Ducasse, Curt John

The philosophy of art. 328p. (bibl. footnotes) O [c.'29] N. Y., Dial Press \$3.50

An individual and radical conception of the philosophy of art, of which the salient point is that art has no essential connection with beauty. By a professor in Brown University.

Evans, John Henry

Message and characters of the Book of Mormon. 398p. il. O '29 [Salt Lake City] Deseret News Co. fab., \$6 Faraday, Mrs. Cornelia Bateman

European and American carpets and rugs. 436p. il. (pt. col.), map Q '29 Grand Rapids, Mich., Dean-Hicks Co. buck., \$15

Farley, Albert Allison

The psychology of teaching; a student's manual. 228p. D [c. '29] [Oshkosh, Wis., Author] \$1.60

Faust, Henri

Half-light and overtones. 49p. D (Yale ser. of younger poets) '29 c. New Haven, Conn., Yale bds., \$1.25
These poems have appeared in many American periodicals.

Fergusson, Harvey

Footloose McGarnigal. 274p. D c. N. Y., Knopf \$2.50 Bored with New York and his work, Alec Mc-Garnigal yields to the wander-lust and finds himself a timber cruiser, then a forest ranger in New Mexico, and finally lives for a time with some western Indians, the Taos.

Finney, Guy W.

The great Los Angeles bubble. 203p. O [c.'29] [Los Angeles, Milton Forbes Co., 1529 North Western Ave.] \$2

A newspaper man tells the story of the Julian Petroleum stock swindle, a California financial disaster of two years ago.

Fitzsimmons, Cortland

The Bainbridge murder. 270p. D c. N. Y., McBride \$2

A mystery story which centers about the strange circumstances of the death of the financier, Simon Bainbridge, in his room in a Long Island inn.

Fletcher, Joseph Smith

The Borgia Cabinet. 259p. D '30, c. '29, '30 N. Y., Knopf \$2 Who, among the many suspects, killed Sir Charles Stanmore with one of the Oriental poisons kept in the Borgia Cabinet?

Frederick, J. George

Common stocks and the average man. 375p. il. '30 N. Y., Business Bourse \$4

Garesché, Edward Francis

The torrent, and other poems. 120p. front. D [c. '29] Chic., Loyola Univ. Press

The poems in the first half of the book are varied in theme, whereas those in the second half are on Catholic religious subjects.

Desco, Lydia Glover, comp.

Four peace plays; with worship services. 64p. O [c. '29] N. Y., Methodist B'k pap. 35 c. Diehl, Edwin W.

Diehl, Edwin W.

The lawyer and his work. 130p. D [c. '29] [Alliance, O., Author]

Dipman, Carl W., ed.

The modern hardware store. 415p. il. diagrs. O

'29 c. N. Y., Good Hardware, Butterick Pub. Co.
\$2.50

Douglass, Vincent
The tender passion; a little love affair. 23p. S
(French's acting ed., no. 1297) c. '29 N. Y., S.
French
pap. 30 c.

Edmondson, Edna Hatfield
Beautification of school grounds. 32p. (2p. bibl.)
diagrs. O (Bull. of Extension Div., v. 14, no. 9) '29
Bloomington, Ind., Ind. Univ. pap. apply

Ferguson, Milton J.

Libraries in the Union of South Africa, Rhodesia and Kenya Colony. 34p. Q '29 N. Y., Carnegie Corp. of N. Y.

Fillman, Louise

Cenozoic history of the Northern Black Hills. 62p. (2p. bibl.) il. maps. diagrs. O (Univ. of Ia. studies in nat. hist., v. 12, no. 1) '29 Iowa City, Ia., Univ. of Ia. apply

Fowlkes, John Guy, and Goff, Thomas Theodore

Teachers' manual for Modern life arithmetics; 3 v., Elementary, intermediate, advanced. various p. S'29 N. Y., Macmillan pap. 28 c., ea.

Gardner, Mrs. T. C.

Primary leaders' manual. 64p. D [c. 29] Dallas, Tex., Baptist Bk. Store, Slaughter Bldg. pap. apply Gluck, Carl

The logic of the Bible. 166p. S [c.'29] Chic., Golden Gate Pub. Co., P. O. Box 1975

An interpretation of the Scriptures.

Griswold, Rev. Latta

The teaching of the prayer book. 112p. D [c.'29] Milwaukee, Morehouse Pub. Co. \$1.50 An outline of the teaching contained in the Book of Common Prayer used by Anglican churches.

Hamilton, Patrick

The Midnight Bell. 307p. D '30, c.'29
Bost., Little, Brown \$2.50
The central figure of this modern novel of the
people who patronize or work in a London public house, "The Midnight Bell" is a young waiter
with aspirations, who fights a long and hopeless
battle against degradation.

Helm, Mrs. Kathryn E.

The lure of divine love, or, Experiences and their lessons, selected from a half century of practical Christian living, including many miracles of divine healing. 607p. front. (por.) D [c. '29] Cin., God's Bible School & Revivalist

Hoetzsch, Otto

Germany's domestic and foreign policies. 116p. D (Inst. of Politics pub'ns) '29 c. New Haven, Conn., Yale \$1.50 An interpretation of German aims since the War by a leader of the National People's Party in the Reichstag.

Home, Gordon

The charm of Surrey; il. by the author. 144p. O '29 N. Y., Macmillan \$3

Hopkins, Alfred

The fundamentals of good bank building. 142p. il., diagrs. O '29 c. N. Y., Bankers Pub. Co. buck. \$7.50

The main points of good bank architecture are here outlined by an architect whose specialty is bank buildings.

Howard, John

The state of the prisons [introd. by Kenneth Ruck]. 328p. (bibl.) S (Everyman's lib. 835) ['29] N. Y., Dutton flex. cl. 80 c.

Hunt, Leigh

Essays (selected) [introd. by J. B. Priestley]. 374p. S (Everyman's lib. 829) ['29] N. Y., Dutton flex. cl. 80 c.

James, Norah C.

To the valiant. 26op. D c. N. Y., Morrow \$2.50
A story of two brothers, the elder, blind, whose love for each other is threatened when the lovely Rita comes into their lives. By the author of "Sleeveless Errand."

Jordan, Israel

The thrifty dreamers, and other poems [lim. ed.]. 8op. D '29 Portland, Me., Southworth Press bds. \$1.50

Kearton, Cherry

In the land of the lion. 317p. il. O '30, c. '29 N. Y., McBride bds. \$3.50
Studies of the wild animals of central Africa by a well-known naturalist.

Kempton, Kenneth Payson

Loot of the Flying Dragon. 277p. il. (col. front.) D c. Bost., Little, Brown \$2

The adventures of a Boston lad with pirates on the sea in 1718.

Kern, Margaret Ethel Kelly

The trail of the Three Notched Road [rev. ed.] 334p. (bibl.) il., maps, diagr. S '29 c. Richmond, Va., Wm. Byrd Press \$3

Kerr, Wesley B.

The saving sense. 136p. il. O '29 c. [Omaha, Neb., Acorn Press, 1214 Howard St.] \$2.50 Humorous short stories by a Nebraska newspaper man.

Komroff, Manuel

Coronet. 677p. D c. N. Y., Coward-McCann \$3

A novel that traces the malignant influence of a golden coronet upon its owners from the time of the Renaissance, when it was made, until its final appearance at the wedding of a Chicago meat-packer's daughter.

Knowlton, Daniel Chauncey, and Tilton, John Warren

Motion pictures in history teaching; a study of the Chronicles of America as an aid in seventh grade instruction. 192p. (bibl.) il., maps O '29 c. [New Haven, Conn.] Yale

Lancelot, J. B.

The religion of the Collects; brief meditations. 125p. S '29 N. Y., Macmillan \$1

Larmor, Joseph
Mathematical and physical papers; 2 v.
691p.; 863p. O '29 N. Y., Macmillan

\$42.50, set only

Granville, Edward

Moonbeam; a play of the little people in one act. 34p. S (French's acting ed., no. 1199) c. 29 N. Y., S. French

Halliburton, William Dobinson, M.D., and others
The essentials of chemical physiology; for the use
of students; 12th ed. 395p. il. (pt. col.), diagrs. O
'29 N. Y., Longmans \$3

Hankin, Gregory, and Hankin, Charlotte A.
United States Supreme Court, 1928-1929; a review of the work of the Supreme Court of the United States for October term, 1928. 335p. D '29 c. Wash., D. C., Legal Research Service, Bliss Bldg. \$3

Hayes, Ellen
The Sycamore Trail [fiction]. 300p. D '29 c. [West Park, N. Y., [Author] pap. apply

Jordan, Arthur L.

Elementary laboratory aerodynamics. 67p. il. O
(Ronald aeronautic ser.) '29 N. Y., Ronald Press
pap. 80 c.

Jung, Moses
The Jewish law of theft; with comparative references to Roman and English law. 151p. (bibl. footnotes) O '29 c. Phil., Dropsie College for Hebrew & Cognate Learning

pap. apply

Library of Congress
Report of the Library of Congress; for the fiscal year ending June 30, 1929. 375p. diagrs. O '29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. apply Lincoln Frederick C. and Baldwin, S. Prentiss

Lincoln, Frederick C., and Baldwin, S. Prentiss
Manual for bird banders. 112p. (bibl. footnotes)
il. diagrs. O (Miscellaneous pub'n no. 58) '29 Wash.,
D. C., Gov't Pr. Off.; Sup't of Doc. pap. 30 c.

Lipson, Ephraim

The economic history of England; 1, The Middle Ages; 5th ed. 56op. (12p. bibl.) front. O '29 N. Y., Macmillan \$5

Lowell, James Russell

The vision of Sir Launfal [lim. ed.] 38p. O '29 N. Y., Press of the Woolly Whale, 216 E. 45th St. bds., priv. pr.

McArdle, Mrs. Mildred J.

Stories of long ago. 128p. il. (pt. col.) D (Amer. standard Bible readers; 2nd reader)
29 c. N. Y., Nelson \$1

McCarty, Perry F.

Poems for leisure hours. 111p. il. D [c 29] [Fortville, Ind., Author] \$1.25

Macdougall, Allan Ross, comp.

The gourmet's almanac. 308p. il. O c. N. Y., Covici, Friede \$4

"Wherein is set down, month by month, recipes for strange and exotic dishes with diverse considerations anent the cooking and the eating thereof, together with the feast days and the fast days and many proverbs from many lands, also the words and music of such old-fashioned songs as should be sung by all proud and lusty fellows. To all this is appended a garland for gourmets tressed with many quaint fancies and literary blossoms culled from the most noble writers of all the ages. Illustrated by several artists of note and talent."

Maclaren, Hamish

Sailor with banjo; entertainment in rhyme and song. 85p. D '29 N. Y., Macmillan \$1.75 Lyrics and ballads of the sea.

McNeil, Marion L.

Jingleman Jack, aviator. 48p. il. (col.) D [c. '29] Akron, O., Saalfield Pub. Co.

bds. 60 c., bxd.

Jingleman Jack, cowboy. 48p. il. (col.) D [c. '29] Akron, O., Saalfield Pub. Co. bds. 60 c., bxd.

Jingleman Jack, fireman. 48p. il. (col.) D [c. '29] Akron, O., Saalfield Pub. Co. bds. 60 c., bxd.

Jingleman Jack, policeman. 48p. il. (col.) D [c. '29] Akron, O., Saalfield Pub. Co. bds. 60 c., bxd.

Martin, G. G.

The messenger of faith. 100p. il. D [c. '20] Elgin, Ill., David C. Cook Pub. Co. 35 c. A story of the dawn of Christianity in Britain.

Martin, John Lawrence, and Hay, James, jr.
The Wayside Inn for Birds. 204p. il. D
[c.'29] Bost., Heath
These stories of the birds who patronized the
Wayside Inn for their meals are to be used as
supplementary reading for the upper grades.

Massey, Edward

Plots and playwrights; a comedy. 99p. D (French's standard lib. ed.) c. '15, '17 N. Y., S. French pap. 75 c.

Menzel, Addalena

Mystical vision and revelation. 268p. D [c. '29] N. Y., T. Gaus' Sons fab. \$1.75

Moffatt, James, D.D.

The day before yesterday; the Fondren Lectures for 1929. 167p. D c. Nashville, Tenn., Cokesbury Press \$2
These essays on thought in the 19th century were originally delivered at Southern Methodist Univer-

Molière, Jean Baptiste Poquelin

Comedies; 2 v. (introd. by F. C. Green) 446p.; 479p. S (Everyman's lib., 830, 831) ['29] N. Y., Dutton flex. cl., 80 c., ea.

Moore, Jessie Eleanor

Bible stories to read. 127p. il. (col.) D (Amer. standard Bible readers; 1st reader) '29 c. N. Y., Nelson \$1

Munro, William Bennett

American influences on Canadian government; the Marfleet lectures delivered at the University of Toronto, 1929. 164p. (bibl. footnotes) D '29 c. Toronto, Ont., Macmillan \$1.75

This survey of Canadian government affirms the statement that "the Dominion of Canada is a by-product of the United States" and reveals the points of departure from British tradition.

Myers, Isabel Briggs

Murder yet to come. 3IIp. D '30, c.'29
N. Y., Stokes
Three perilous days and nights in a dismal old
mansion on the Baltimore pike through which
roamed an unknown murderer. The winner of the
Detective-Mystery Novel Contest conducted by
Stokes and Smart Set.

Narodny, Ivan

American artists; introd. by Nicholas Roerich. 120p. il. D (New era lib.; Lights of America ser.) '30, c. '29 N. Y., Roerich Museum Press \$1.50

Short critical biographies of ten American artists with illustrations from their works.

Living church annual (The); the churchman's year book and American church almanac, 1930; centennial ed. 615p. il. map D [c. '29] Milwaukee, Morehouse Pub. Co. \$1.50; pap., \$1

McAtee, W. L.
Game birds suitable for naturalizing in the United States. 24p. (bibl. footnotes) il. maps O (U. S. Dep't of Agri., circular no. 96) '29 Wash., D. C., Gov't Pr. Off., Sup't of Doc. pap. 10 c.

Manson, J. Leask, and Drury, Francis E.

Experimental building science; v. 2. 48op. il. O (Cambridge technical ser.) '29 N. Y., Macmillan \$7.50

Metropolitan Museum studies; v. 2, pt. 1. il. '29 N. Y., Metropolitan Museum of Art \$4; 2 pts. in 1 v., \$7 Midgley, Eber
The finishing of woven fabrics; technical factors and principles, 223p. il. diagrs. O '29 N. Y., Longmans \$7

Millar, Charles Ernest
Soils and soil management. 48op. il. D '29 St.
Paul, Minn, Webb Bk. Pub. Co. apply

Monroe, Paul
Observations on present-day Russia; the culture program of Soviet Russia. 74p. D (Internat'l conciliation, no. 255) '29 N. Y., Carnegie Endowment for Internat'l Peace pap. 5 c.

New York State spelling book; reprinted from the Syllabus in spelling for elementary schools issued by the New York State Education Department, 1929.

116p. (4p. bibl.) S '29 Bost., Houghton pap. 20 c.

Nevinson, Henry Woodd, comp.

The voice of freedom; an anthology of liberty. 304p. D ['29] N. Y., Dutton \$2
Great passages in English prose and verse written in praise of man's freedom.

Newman, Frances

Frances Newman's letters; ed. by Hansell Baugh; prefatory note by James Branch Cabell. 383p. front. (por.) O '29 c. N. Y., Liveletters of an American populist and spirit

The letters of an American novelist and critic, who died about a year ago. Included are letters to her from James Branch Cabell, Compton Mackenzie and H. L. Mencken.

One-act plays for stage and study; fifth ser.;

preface by Elmer L. Rice. 35op. D '29 c. N. Y., S. French
Twenty-one contemporary plays never before published in book form, by American, English and Irish dramatists.

Prévost, Antoine François: Mérimée, Prosper

Manon Lescaut: Carmen [introd. by Philip Henderson] 231p. S (Everyman's lib., 834) ['29] N. Y., Dutton flex. cl., 80 c.

Prévost, Marcel

Mon cher Tommy; ed. by Florentine B. Jassogne and Mildred Severance. 248p. il., map S [c. '29] N. Y., Holt 84 c.

Prioleau, John

The open road in England. 241p. il., maps D ['29] N. Y., Morrow \$2.50 An informal and intimate guide to the highways and by-ways of England.

Promise not to tell. 279p. O [c.'29] N. Y., Liveright \$2,50 The letters of a modern society girl and an English nobleman form a sophisticated love story with a background of London, Paris and New York. Rackus, Alexander Michaels

Guthones (the Goths), kinsmen of the Lithuanian people; a treatise on the Gothic ethnology, history of the Gothic dominion in Italy and Spain, numismatics, language and proper names. 432p. (3p. bibl.) il. D '29 Chic., Draugas Pub. Co., 2334 S. Oakley Ave. fab., \$2.50

Robidoux, Doris Isabelle

Mirth provoking monologues. 122p. D [c. 29] Bost., W. H. Baker bds. \$1

Roemer, William Francis

The ethical basis of international law. 203p. (4p. bibl.) D [c. '29] Chic., Loyola Univ. Press \$2.50

A review of the existing relation between ethical principles and international law to aid in understanding the peace problem.

Roush, Sigel

The Swamps. 321p. D '29 c. Strasburg, Va., Shenandoah Pub. House \$2.50 Sketches of pioneer life in the middle west.

Selleck, Willard Chamberlain

The significance of Jesus Christ. 118p. D
'20 Bost., Murray Press 75 c.
Short sermons on Jesus by a pastor of Riverside, California.

Seymour, Beatrice Kean Stapleton [Mrs. William Kean Seymour]
False spring. 334p. D c. N. Y., Knopf

\$2.50 The story of the influence of a young and foolish love affair upon the later life of a woman.

Shakespear, L. W.

History of the Assam Rifles. 325p. (bibl.) il., maps O '29 N. Y., Macmillan \$12

Shanholtzer, Wesley Albert

Timberline; a novel of the Ozarks. 198p. il. D [c. '29] [Coatsburg, Ill., Author] \$1.50

Packard, Edward H.

New England essays; the challenge of an individualist. 191p. il. maps Q [c. '29] Bost., Four Seas

Park, J. W.

Market supplies and prices of apples. 92p. diagrs.
O (U. S. Dep't of Agri., circular no. 91) '29 Wash.,
D. C., Gov't Pr. Off.; Sup't of Doc. pap. 15 c.

Parsons, Sir John Herbert
Diseases of the eye; 6th ed. 686p. il. (pt. col.)
diagrs. (pt. col.) D '30 N. Y., Macmillan \$5.50

Libraries in the Union of South Africa, Rhodesia and Kenya Colony. 45p. Q '29 N. Y., Carnegie Corp. of N. Y.

Robertson, D. S.

The future of Greek studies. 47p. S '29 N. Y.,

Macmillan pap. 70 c.

Sears, Minnie Earl, comp.
Standard catalog for public libraries; biography section; 2nd ed., rev. and enl.; 2nd supplement. 35p.
O (Standard catalog ser.) '29 N. Y., H. W. Wilson pap. 50 c. [corr. entry]

Sheldon, Charles Monroe
Life's treasure book; past, present and future.

112p. D [c. '29] [Elgin, Ill., David C. Cook Pub.
Co.] pap. 30 c., bxd.

Sweet, Lennig
Personal attitudes test for younger boys. O '29
N. Y., Ass'n Press pap. \$2

Taylor, Paul S.

Mexican labor in the United States racial school statistics, California, 1927. 34p. maps Q (Univ. of Cal. pub'ns in economics, v. 6, no. 4) '29 Berkeley, Cal., Univ. of Cal. Press pap. 45 c.

U. S. Dept. of Commerce Wood Utilization

Small dimension stock; its seasoning, handling, and manufacture. 94p. (4p. bibl.) il., diagrs. O (Nat'l. Com. on Wood Utilization pub'n no. 12) '29

Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 20 c.

You can make it; practical uses for secondhand boxes and odd pieces of lumber; v. 1. 58p. diagrs. O (Nat'l Com. on Wood Utilization pub'n no. 11)
'29 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 10 c.

Urch, Mary Elizabeth
Little lessons in living; v. 1. 70p. diagrs. T [c. '29] [Jackson, Mich.] Author, 2004 Cooper Ave.
pap. \$1

[Viemont, Bess M.]
Play suits for winter. 7p. il. O (U. S. Dept. of Agri. leaflet no. 54) ['29] [Wash., D. C.], Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Warren, Shields, ed.
Synopsis of the practice of preventive medicine.
209p. O '29 Cambridge, Mass., Harvard \$2.50

Winslow, Charles-Edward Amory
A teacher's manual accompanying the Winslow
health and hygiene charts. 78p. il., diagrs. Q [c.
'29] Chic., Denoyer-Geppert Co. \$2

Siebert, Wilbur Henry, ed.

Loyalists in East Florida, 1774 to 1785; the most important documents pertaining thereto; v. 1, The narrative [lim. ed.] 273p. (16p. bibl.) il., maps (Pub'ns of Fla. State Historical Soc., no. 9, v. 1) '29 c. Deland, Fla., Fla State Historical Soc.

\$14.50, to members of the Soc.

Sipe, Chester Hale

The Indian wars of Pennsylvania. 793p. (bibl.) il., maps O '29 c. Butler, Pa., Author, Box 536

An account of the Indian events in Pennsylvania, of the French and Indian War, Pontiac's War, Lord Dunmore's War, the Revolutionary War and the Indian Uprising from 1789 to 1795.

Stanley, Martha M., and Matthews, Adelaide Nightie night; a farce in a prologue and three acts. 118p. il., diagrs. D (French's standard lib. ed.) c. '19, '29 N. Y., S. French

Stern. S.

Fourteen years of European investments, 1914-1928. 293p. diagrs. O '29 c. N. Y., Bankers Pub. Co. \$5

A detailed study of European securities during the past fourteen years showing what would have happened in that time to \$25,000 invested in stocks and bonds in each one of thirteen European countries and in the United States and Canada. The author is Vice-President of the Equitable Trust Co., of New York.

Sturges, Preston

Strictly dishonorable; a comedy in three acts. 187p. front. D c. N. Y., Liveright \$2 A light comedy which is an outstanding hit of the present New York theatrical season.

Supplement to Granger's Index, A. (1919-1928). 528p. Q '29 c. Chic., McClurg buck. \$8

A supplement to an index to poetry and recitations, covering collections of recognized merit, indexed under titles, authors, and first lines.

A voice from the stars; a book of poetry; comp. by Marie Tello Phillips. 116p. D '29 c. Cedar Rapids, Ia., Torch Press bds. \$2

Thayer, Lee [Mrs. Emma Redington Lee
Thayer]
They tell no tales. 314p. D [c. '30] N. Y.,

Sears Pub. Co., 114 E. 32nd St. \$2

Peter Clancy solves the Pacific Mail Steamship crimes, following a trail that leads from central China to the Natural History Museum in New York.

Tomlinson, Henry Major

All our yesterdays. 445p. D c. N. Y., Harper \$2.50 A novel of the World War which shows how human and material factors combine to produce a terrible, brutal catastrophe, war.

Trade foundations based on producting industries; a pre-vocational text-book by pre-vocational and vocational directors, instructors, and tradesmen; preface by T. N. Carver; rev. ed. 541p. il., diagrs. O [c.'29] Peoria, Ill., Manual Arts Press \$3.75

Trollope, Anthony

Phineas Finn, the Irish member; 2 v. [introd. by Hugh Walpole] 319p., ea. S (Everyman's lib., 832, 833) ['29] N. Y., Dutton flex. cl., 80 c., ea.

Valentine, Elizabeth Gray

Dawn to twilight; work of Edward V. Valentine [lim. ed.]. 201p. il. O '29 c. Richmond, Va., Wm. Byrd Press \$4
A sketch of the life and work of the American sculptor, Edward V. Valentine, who is now more than ninety years old, as written by his grand-

niece.

Walling, Robert Alfred John

The man with the squeaky voice. 304p. D
c. N. Y., Morrow \$2

A murder mystery which centers around the mysterious man with the squeaky voice and involves the crime experts of England, France and

Walsh, George Ethelbert

The sign of the cross. 95p. il. D [c.'29] Elgin, Ill., David C. Cook Pub. Co.
A western mystery for young people,

Wright, Carroll Davidson, and others, eds.
The new century book of facts. 1521p.
(bibls.) il. (pt. col.) maps, diagrs. O [c.'29]
Wheeling, W. Va., Continental Pub. Co.
\$10.50; \$16.50

Yates, Dornford

Blood royal. 200p. D c. N. Y., Minton, Balch \$2 A modern romantic adventure in a small European Kingdom.

Title Index to the "Weekly Record"

Does not include the material listed in smaller type

Alice in wonderland. Carroll, L. 80 c.

Dutton
All our yesterdays. Tomlinson, H. M. \$2.50

Harper
American artists. Narodny, I. \$1.50

Roerich Museum Press
American influences on Canadian government.

Munro, W. B. \$1.75

Macmillan
As it is. \$5

Johnson & Hardin
Bainbridge murder, The. Fitzsimmons, C. \$2

McBride
Bible stories to read. Moore, J. E. \$1 Nelson

Blessed friend of youth, Blessed John Bosco, The. Boyton, N. \$2 Macmillan Blood royal. Yates, D. \$2 Minton, Balch Borgia Cabinet, The. Fletcher, J. S. \$2 Knopf Charm of Surrey, The. Home, G. \$3 Macmillan Chimney murder, The. Channon, E. M. \$2 Little, Brown Choice candy recipes. Allen, L. G. \$1.75 Little, Brown

Comedies; 2 v. Molière, J. 80 c., ea.

Common stocks and the average man. Frederick, J. G. \$4

Coronet. Komroff, M. \$3

Coward-McCann

Dawn to twilight. Valentine, E. G. \$4

Wm. Byrd Press

Day before yesterday, The. Moffatt, J. \$2 Cokesbury Press

Economic history of England, The. Lipson, E.

Macmillan

Exercise (relected) Hunt I 80 c. Dutton

Essays (selected). Hunt, L. 80 c. Dutton Etchings and lithographs of Arthur B. Davies,

The. Davies, A. B. \$20; \$60

Mitchell Kennerley

Ethical basis of international law, The. Roemer, W. F. \$2.50 Loyola Univ. Press European and American carpets and rugs. Faraday, C. B. \$15 Dean-Hicks Co. Evolution of war, The. Davie, M. R. \$4

Evolution of war, The. Davie, M. R. \$4
Yale
Eye in the museum, The. Connington, J. J.
\$2
Little, Brown
False spring. Seymour, B. \$2.50
Knopf

Flaming hand, The. Correll, H. 50 c.

David C. Cook Pub. Co.

Fool's goal. Bower, B. M. \$2 Little, Brown
Footloose McGarnigal. Fergusson, H. \$2.50

Forty fruitful years. Betts, F. W. \$1.50

Murray Press

Fourteen years of European investments, 1914-1928. Stern, S. \$5 Bankers Pub. Co. Fundamentals of good bank building, The. Hopkins, A. \$7.50 Bankers Pub. Co. Germany's domestic and foreign policies.

Hoetzsch, O. \$1.50

Gourmet's almanac, The. Macdougall, A. R.
\$4

Great American foundresses. Code, J. B. \$5

Great Los Angeles bubble, The. Finney, G. W. \$2 Milton Forbes Co. Guthones (the Goths), kinsmen of the Lithu-

anian people. Rackus, A. M. \$2.50

Draugas Pub. Co.

Half-light and overtones. Faust, H. \$1.25 Yale History of the Assam Rifles. Shakespear, L.

W. \$12
In the land of the lion. Kearton, C. \$3.50

McBride
In the service of the king. Correll, H. 35 c.

In the service of the king. Correll, H. 35 c.

David C. Cook Pub. Co.

Indian wars of Pennsylvania. The. \$5

C. H. Sipe

Individual gymnastics. Drew, L. C. \$2.25 Lea & Febiger

Iron man. Burnett, W. R. \$2.50

Dial Press
Jingleman Jack, aviator. McNeil, M. L. 60 c.

Jingleman Jack, aviator. McNeil, M. L. 60 c. Saalfield Pub. Co.
Jingleman, Jack, cowboy. McNeil, M. L. 60 c. Saalfield Pub. Co.

Jingleman Jack, fireman. McNeil, M. L. 60 c.

Saalfield Pub. Co.

Jingleman Jack, policeman. McNeil, M. L.

60 c.

Logic of the Bible, The. Gluck, C. \$2

Golden Gate Pub. Co.

Loot of the Flying Dragon. Kempton, K. P. \$2 Little, Brown Loyalists in East Florida, 1774 to 1785. Siebert, W. H. \$14.50

Fla. State Historical Soc.
Lure of divine love, The. Helm, K. E. \$1.50
God's Bible School & Revivalist
Lust und leid. Diamond, W. \$1.44 Holt

Lust und leid. Diamond, W. \$1.44 Holt
Man with the squeaky voice, The. Walling, R.
\$2 Morrow
Manon Lescaut. Prévost, A. F. 80 c. Dutton
Mathematical and physical papers. Larmor, J.

Mathematical and physical papers. Larmor, J. \$42.50

Macmillan Message and characters of the Book of Mormon. Evans, J. H. \$6

Descret News Co. Messenger of faith, The. Martin, G. G. 35 c.

David C. Cook Pub. Co.
Midnight Bell, The. Hamilton, P. \$2.50

Mirth provoking monologues. Robidoux, D. I. \$1 W. H. Baker

Mon cher Tommy. Prévost, M. 84 c. Holt

Mothers cry. Carlisle, H. G. \$2.50 Harper

Motion pictures in history teaching. Knowlton, D. C. \$2

Murder yet to come. Myers, I. B. \$2 Stokes Mystical vision and revelation. Menzel, A. \$2 T. Gaus' Sons

New century book of facts, The. Wright, C. D. \$10.50-\$16.50 Continental Pub. Co. Newman's (Frances) letters. \$3 Liveright Nightie night. Stanley, M. M. 75 c.

One-act plays for stage and study. \$4
S. French

Open road in England, The. Prioleau, J. \$2.50

Pacific area, The Blakesiae C. H. Sorrow

Pacific area, The. Blakeslee, G. H. \$2

World Peace Found.

Philosophy of art, The. Ducasse, C. J. \$3.50

Dial Press

Phineas Finn, the Irish member; 2v. Trollope, A. 80 c., ea.

Plots and playwrights. Massey, E. 75 c.

Plots and playwrights. Massey, E. 75 c. S. French Poems for leisure hours. \$1.25

Promise not to tell. \$2.50
Prosperity, fact or myth. Chase, S. 75 c.
Chas. Boni

Psychology of teaching, The. \$1.60

A. A. Farley

Religion of the Collects The Langelet I. R.

Religion of the Collects, The. Lancelot, J. B.

Macmillan
Sailor with banjo. Maclaren, H. \$1.75

Saving sense, The. Kerr, W. B. \$2.50
Acorn Press

Shield of honor, The, Burkholder, M. 35 c.

David C. Cook Pub. Co.
Sign of the cross, The. Walsh, G. E. 35 c.

David C. Cook Pub. Co.
Significance of Jesus Christ, The. Selleck,
W. C. 75 c. Murray Press

Song of the opal sea, The. \$2

W. A. Benjamin
State of the prisons, The. Howard, J. 80 c.

Stories of long ago. McArdle, M. J. \$1
Nelson

Strictly dishonorable. Sturges, P. \$2
Liveright
Sucker's manual, The. Belmore, L. \$1
Business Bourse
Supplement to Granger's Index, A. \$8
McClurg
Swamps, The. Roush, S. \$2.50
Shenandoah Pub. House
Teaching of the prayer book, The. Griswold, L. \$1.50
Morehouse Pub. Co.
Technique of teaching typewriting, The. Clem, J. E. \$2.60
Gregg Pub. Co.
That lonely Jew. Coursey, O. W. \$1
Educator Supply Co.
They tell no tales. Thayer, L. \$2
Sears Pub. Co.
Thrifty dreamers, The. Jordan, I. \$1.50
Southworth Press

Timberline. \$1.50 W. A. Shanholtzer
To the valiant. James, N. C. \$2.50 Morrow
Torrent, The. Garesché, E. F. \$1.50

Loyola Univ. Press
Trade foundations based on producing industries. \$3.75

Manual Arts Press
Trail of the Three Notched Road, The. Kern, M. \$3

Vision of Sir Launfal, The. Lowell, J. R. priv. pr. Press of the Woolly Whale
Voice from the stars, A. Tello, M. \$2

Torch Press
Voice of freedom, The. Nevinson, H. W. \$2

Dutton
Wayside Inn for Birds, The. Martin, J. L. 88 c.

Young man of Manhattan. Brush, K. \$2

Farrar & Rinehart

Old and Rare Books

Frederick M. Hopkins =

COLLECTION of first editions of the works of Rudyard Kipling, the property of Solton Engel, of this city, comprising 198 lots, will be sold by the American Art Association, Anderson Galleries, Inc., on January 9. The true first issue of the first edition of the stories of "Mine Own People" containing only five stories, published under the title "The Courting of Dinah Shadd," by Hurst and Company, of this city, in 1890, hitherto undescribed and unknown to bibliographers, will be of special interest to Kipling collectors. In addition to this true first edition, first issue, the second issue, and the second edition, hitherto believed to be the first edition, and the true first authorized edition are included. The sale will afford Kipling collectors many opportunities, comprising as it does unrecorded issues and first American pirated editions. A hitherto undescribed first issue of Kipling's "Collected Verse," published by Doubleday, Page & Company, New York, 1907, is an extremely rare item. The imprint occurs on page 367, and the index is tipped in. The index is described by Mrs. Livingston as an integral part of the book, and the imprint as occurring at the

end in ordinary copies. Another unusual item is the first poem said to appear in America under Kipling's name, "The Last of the Light Brigade." This is contained in Werner's "Readings and Recitations," No. 2, published in November, 1890. This catalog contains many other unusual and rare items and the Kipling collector should add it to his bibliographical material relating to this author.

THE damage to important State papers in the executive offices on Christmas Eve is a reminder that many documents of historic interest as well as of current use are in danger of destruction. A few of the most valuable are in the Library of Congress, as are the private papers of the presidents. But scattered, here and there, throughout Washington are records whose destruction would be an irreparable The New York Times pertinently remarks: "If properly organized the National archives would be of importance equal to the Library of Congress or a National Museum. They would furnish the logical resting place for all documents pertaining to the Federal Government and so would form, in effect, a museum of

American history. What more appropriate than that the President himself, whose interest in such projects has already been shown in his contributions to Stanford's library, should give to this plan the special impetus that would assure its being carried out in accordance with the latest experience." In recent years there has been much talk about a national archives building, and this last demonstration of its necessity should result in action.

THE oldest public library in Russia, that of the Academy of Science at Leningrad, is remarkable for its rare books and many manuscripts, some of which go back to the eleventh century. This library has just been holding an exhibition in commemoration of its founding two centuries ago. Some of the manuscripts surprised even Russian scholars. The institution of serfdom finds vivid reflection in some of the documents which are preserved here. For instance, here is a formal landlord's permission for the marriage of a peasant girl and a receipt for three rubles, paid for a Tartar serf, whom the seller had previously purchased from the Cossacks of the Dneiper. One prized literary curiosity, said to have attracted a great deal of attention, was an autograph of Peter the Great. Another extreme rarity is a calendar compiled by a Russian Brusoff and issued soon after the introduction of printing into Russia, said to be one of three known copies.

THE most valuable book sold at auction this season in this country is Holland's "Baziliologia," which fetched \$13,-000 in the sale of the Williams library at the American Art Association, Anderson Galleries, Inc., in early November. The London Times calls attention to the fact that this volume, once owned by Sir Thomas Brooke, was sold at Sotheby's December 15, 1920, and was purchased by Messrs. Ellis for £590. In the intervening years it has more than quadrupled in commercial value. The Brooke copy has been described as "probably the finest copy known," lacking only one plate, that of Anne Boleyn, which is in facsimile, to make it perfect. Not one of the ten copies is in the original binding; no two are alike; and none can be considered complete. In fact what constitutes a perfect copy cannot be definitely stated.

THE current catalog (No. 9), "First Editions and Rare Books," of the Pegasus Book Shop, Inc., of this city, continues to give special attention to the first editions of American authors. Some of the rarer items include George W. Cable's "Old Creole Days," 1879, \$40; Cooper's "The Deer-slayer," 2 vols., 1841, \$550; Emerson's "Essays," 1841, \$275; Frost's "North of Boston," 1914, \$90; Hearn's "Some Chinese Ghosts," 1887, \$125; Holmes's "Autocrat of the Breakfast Table," large paper copy, 1859, \$130; Irving's "Astoria," 2 vols., 1832, \$75; Longfellow's "Outre-Mer," 2 vols., 1833-34, \$900; same author, "Voices of the Night," 1839, \$275; Lowell's "A Fable for Critics," 1848, \$100; and Thoreau's "A Week on the Concord and Merrimac River," 1849, \$375.

OLLECTORS of Americana will find many items of rarity and interest in the current catalog of Bernard Quaritch, Ltd., of London. For instance, there is a set of De Bry's "Collection of Voyages," 11 vols., folio, Frankfort, 1590-1634, said to be the most complete set listed for years, priced at £1,250. Other items include Evans's "A Map of Pensilvania," etc., 1752, second edition, £84; Keith's "Truths Advanced In the Correction of Many Gross & Hurtful Errors" etc., New York, 1694, printed by William Bradford, £325; William Penn's "Some Account of the Province of Pennsilvania in America," etc., London, 1681, £160; and Waterhouse's "A Declaration of the State of the Colony and Affaires in Virginia," etc., London, 1622, £200. Many of the items of Americana listed here seldom appear in auction or booksellers' catalogs.

A GROUP of rare manuscripts of Thomas Carlyle, including portions of original drafts of some of his more important works, have recently arrived here from London, according to Ernest Dressel North, who purchased the collection. Manuscripts of Carlyle's major works are especially valuable, because, although there are many of his original letters in public and private collections, he was careless with

his notes, original drafts and manuscripts. The collection purchased by Mr. North includes a portion of the manuscript of Cromwell's Letters and Speeches." All are in ink, in Carlyle's small, regular and delicate handwriting, with comparatively few corrections.

FOR more than ten years, there has been no book auction house in Boston nor in New England. Frank J. Wilder of Wilder's Bookshop, 28 Warren Avenue, Somerville, is now starting out to fill this need and his first catalog is now ready.

NOVEL experiment is reported from Washington. Alkaline washers to scrub the air admitted to library stackrooms are being recommended by the Bureau of Standards for localities where air is polluted by industrial fumes. In searching for means to preserve publications, bureau representatives recently inspected the New York Public Library, the University of Pennsylvania and Academy of Natural Science libraries, and the law libraries of the Philadelphia Law Association and Pennsylvania State Bar Associa-Microscopic study is now being made of deteriorated books and paper lent by the University of Pennsylvania. combined investigation by the Atlantic Refining Company and the university botany department showed a range in sulpher dioxide in the air in the University Botanical Gardens. A proportion of one part sulpher dioxide to 30,000 parts of air has been known to destroy some forms of vegatation, the bureau points out.

THE autograph of George Washington, who endowed Augusta Academy, which became Washington and Lee University, is inscribed in one of four volumes recently turned over to the university library at Lexington, Virginia. Washington's autograph is found on the first page of Small's "The Beauties of Johnson, published in London in 1782. Besides Washington's autograph, it also bears that of Mary Lee Curtis, Mrs. Robert E. Lee's mother. This book was presented to the library by G. W. Curtis Lee, who succeeded his father as president of Washington College.

A COPY of the elephant folio edition of John James Audubon's "Birds of America," containing 435 plates of birds in life size beautifully and correctly colored, in fine condition, was sold at Sotheby's in London, December 17, to Gabriel Wells, bookseller of this city, for This copy of Audubon proved \$6,500. the outstanding item in the five-day sales and caused some lively bidding.

Auction Calendar

Tuesday evening, January 7th, at 8:15. A portion of the library of Albert B. Ashforth, Jr. (Items 183.) American Art Association, 30 East 57th St., New York City.

New York City.

Thursday evening, January 9th, at 8:15 A collection of first editions of the works of Rudyard Kipling, the property of Solton Engel of New York City. (Items 199.) American Art Association, 30 East 57th St., New York City.

Wednesday evening, January 15th, at 8:15. Important autographs from the estate of Dr. Joshua I. Cohen of Baltimore. (Items 194.) American Art Association, 30 East 57th St., New York City.

Thursday afternoon and evening, January 16th, at 2:15. and 8:15, and Friday afternoon, January 17th, at 2:15. Rare and valuable colored plate books and an extensive Cruikshank collection from the library of the late Sir David Lionel Goldsmid-Stern Salomons, Bart. (Part 1; Items 678a.) American Art Association, 30 East 57th St., New York City.

Catalogs Received

Rare books for collectors, including private presses, first editions, books about books, etc. Paul Elder & Co., 239 Post St., San Francisco, Cal. Selections from our rare book department. (No. 50; Items 934.) Brentano's, I West 47th St., New York City.

Sports and pastimes. (No. 974; Items 201.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

Scientific serials and books on spiders, ticks, mites and lower invertebrates and also the Fernald collection of works on scale insects. (No. 30.) John D. Sherman, Jr., 132 Primrose Ave., Mt. Vernon, New York

New York.

New York.

Art of printing, books on printing, bibliography, bookbinding, calligraphy, books from famous presses, illustrated books, miniature books. (No. 10; Items 452.) Straubing & Muller, Weimar, Germany.

Publications of book clubs, presses, bibliography, books about books, etc. (No. 185; Items 404.)

Goodspeed's Book Shop, 7 Ashburton Pl., Boston, Mass.

Rare books and first editions in English and Amer-

Rare books and first editions in English and American literature. (No. 187; Items 616.) Goodspeed's Bookshop, 7 Ashburton Pl., Boston, Mass.
Rare books for collectors; famous presses; first editions; great illustrators; fine bindings; vellum bulls; antiquarian and rare books, etc. Paul Elder and Co.fi 239 Post St., San Francisco, Cal.
Scarce books selected from recently purchased libraries. (No. 62; Items 965.) William J. Campbell, 223 South Sydenham Street, Philadelphia, Pa. Standard Catholic books, being Kenedy publications and a list of popular Catholic books of all publishers; select libraries, 25 volumes each, offered at special prices, prayerbooks, Missals, etc. P. J. Kenedy & Sons, 44 Barclay Street, New York City. Theological books, including a large section devoted to Roman Catholic literature, a number of Gloucestershire items, Wesleyana, etc. (No. 599; Items 1655.) Charles Higham & Son, 13 Charterhouse Street, London, E. C. 1, England.
United States—Canada: voyages, cartography. (No. 57; Items 916.) Otto Lange, Via Serragli 132, Florence, Italy.

Florence, Italy.



A Monthly Department

The Fifty Books of the Year

The Eighth Selection of Books by the American Institute of Graphic Arts Was Made From Nearly 400 volumes.

FOR the eighth season, the American Institute of Graphic Arts is carrying out its effective program for the encouragement of book designing and for the increase of the public interest in well-made books, by selecting fifty good books from

among the year's output and putting these on display throughout country. Each year publishers of all types are asked to submit books, and these are winnowed by a jury of three, the personnel varying from year to year. The books are considered from the point of view of the success with which their designer met the problems which the books presented.

It has been suggested from time to time that the Institute's plan might be extended by having separate selections for trade books,

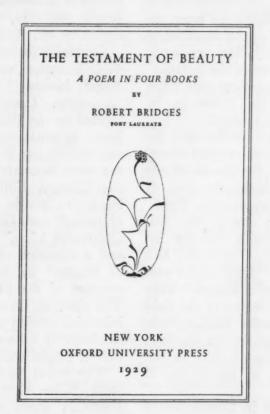
for private press books, for educational books, etc., but there has been considerable reason for believing that the public would not be continuously interested in such a variety of exhibits and that what they most enjoy seeing and will come to see at the various cities where the books

are shown, is a collection of books which illustrate a wide variety in book design.

And so again this year books in de luxe form and in trade form meet side by side. They have been chosen from nearly 400 volumes by a jury which included Fred-

eric W. Goudy, the famous designer and typographer, Frank A. Altschul, president of the American Institute of Graphic Arts, well known collector of fine printing and active member of the Grolier Club, and William Reydel, director of printing production for the Newell - Emett Company. The books selected range from volumes of the famous Boswell Papers to a copy of "Ex-Wife" and include examples of all the best known designers of the country-over thirty imprints.

The recent acceleration of the interest in limited editions brought the proportion of that class of books up a little, as was to have been expected, and about 30 can be so classed as against 20 of trade origin. There is an unusual number of art books in the group, including the volume on



"Steichen the Photographer" published by Harcourt, Brace & Company, a volume on "The Paintings of George Bellows," Alfred A. Knopf, Inc., "The Decorative Work of T. M. Cleland," Pynson Printers, "Contemporary American Portrait Painters," W. W. Norton Company.

The new firm of Jonathan Cape & Harrison Smith have three books in the list, a testimony to the ability of Robert O. Ballou, member of the firm and former adviser of typography for the University of Chicago Press. One would not ordinarily expect to find a volume like "Ex-Wife" in the Fifty Books Show, but the volume was the most pleasing in format of any novel of the year. Another unusual book with the Cape & Smith imprint is "Gods' Man," a story told entirely in woodcuts which has found praise on all sides.

Two children's books found their way on the list; both have the Macmillan imprint: "Hitty: Her First Hundred Years," with its interesting type page, attractive title-page, well-produced illustrations, and binding and jacket eminently in keeping; "The Birthday of the Infanta" by Oscar Wilde, with excellent type page, decorations and full page drawings by

Pamela Bianco happily combined.

The presses of Yale University and the University of Chicago make a good showing, as usual. One of the books of the University of Chicago is in the field of mathematics, "The Electromagnetic Field" by Mason and Weaver, and in this volume mathematical symbols become an added decorative feature. Harvard, too, has a book with similar drawings, a volume called "The Painter's Terms." Very often carefully designed books in the field of science and mathematics fail in little details like the title-page or the binding, and the commonplaceness of these is not offset by the excellence of the layout of the volume.

Because of his absence in London for a year, Bruce Rogers does not have his usual representation, though the second group of volumes to be published in the Boswell Papers came in during the season and will be one of the features of the exhibit. D. B. Updike of the Merrymount Press offers volumes of the usual high quality including among others the beautiful trade edi-

tion of "Letters of an Old Sportsman to a Young One" issued by Doubleday, in many ways the most beautiful volume of the year, and Merle Johnson's bibliography of "American First Editions," a perfect example of format for a book of this type; also, Walt Whitman's "Franklin Evans," published by the Random House, a fine specimen of the delicate work which the

Merrymount Press can produce.

Carl Rollins was the designer of three fine octavos for the Yale Press and also of "The Loyalists of East Florida" published by the Florida State Historical Society. W. A. Kittredge of the Lakeside Press is represented by "The Log of the Northern Light," privately printed, and Will Ransom of Chicago by his own volume on "Private Presses and Their Books" which was printed at the Lakeside Press. Elmer Adler and the Pynson Printers produced the Cleland book, already mentioned, and the perfect little volume of Rockwell Kent's bookplates as well as "Dr. Jekyll and Mr. Hyde," which was de-

signed by W. A. Dwiggins.

Grabhorn in San Francisco designed the noble historical volume, "The Relation of Alvar Nuñez Cabeça de Vaca," and "American Taste" by Lewis Mumford, printed by the Westgate Press. The Rudge Press, as usual, makes many contributions, and besides the Boswell Papers, it printed the very successful "Leaves of Grass" of the Limited Editions Club designed by Frederic Warde, "The Legend of the Hounds," and Gilman's "Music and the Cultivated Man," also designed by Warde, and a dignified edition of "A Testament of Beauty" by Robert Bridges with the imprint of the Oxford University Press. The Bowling Green Press presented a very beautiful edition of "The Spy," and, as a specimen of a handy size for standard fiction it might well be further copied.

The Spiral Press makes a good showing with "The Day of Doom," and The Fountain Press with "The Secret and Other Stories" by Milne. Taylor of San Francisco has a volume in the list, "How Many Miles from St. Jo?", and the Harbor Press exhibited a dainty little edition of Robert Frost's "A Way Out." The Peter Pauper Press is represented by two, "In Modern Dress" by Christopher Morley and "Benjamin Franklin on Marriage."

Fifty Books of the Year

Exhibitor

R. R. BOWKER, New York.

"Private Presses and Their Books," by Will Ransom. Printer: Lakeside Press, R. R. Donnelley & Sons Company. Designer: Will Ransom. Price: \$15.

"American First Editions." Bibliographical Check Lists of the Works of One Hundred and Five American Authors. Edited by Merle Johnson. Printer: The Merrymount Press. Prince: \$12.50.

BOWLING GREEN PRESS.

"The Spy." A Tale of the Neutral Ground (3 vols). by James Fenimore Cooper. General Introduction by Henry Seidel Canby. Illustrator: William Cotton. Printer: William Edwin Rudge. Designer: Frederic Warde. Price: \$20.

JONATHAN CAPE AND HARRISON SMITH.

"Ex-Wife." Anonymous (Ursula Parrott). Printer: Vail Ballou Press. Designer: Robert S. Josephy. Price: \$2.00.

"Gods' Man." A Novel in Woodcuts by Lynd Ward. Printer: The Plimpton Press. Designer: Lynd Ward. Price: \$3.00.

"Pomp and Circumstance," by E. De Gramont, Ex-Duchess De Clermont-

Tonnerre. Translated by Brian W. Downs. Introduction by Louis Bromfield. Printer: Vail Ballou Press. Designer: Robert O. Ballou and Arthur Hawkins, Jr. Price: \$3.00.

THE UNIVERSITY OF CHICAGO PRESS.

"The Electromagnetic Field,"
by Max Mason, Warren
Weaver. Printer: The University of Chicago, Press.
Price: \$6.00.

"A New Approach to Poetry," by Elsa Chapin and Russell Thomas. Printer: The University of Chicago Press. Price: \$2.00.

Covici, FRIEDE INC.

"Monsieur Venus," by Rachilde. Translated by Madeleine Boyd. Introduction by Ernest Boyd. Preface by Maurice Barrès. Illustrator: Majeska. Printer: J. J. Little & Ives. Designer: Robert S. Josephy. Price: \$12.50.

THE DALE PRESS.

"Old Virginia in Block Prints," by Charles W. Smith. Introduction by John W. Rixey Smith. Printer: The Dale Press, Richmond, Va. Designer: Charles W. Smith.



LETTERS TO BILL

I

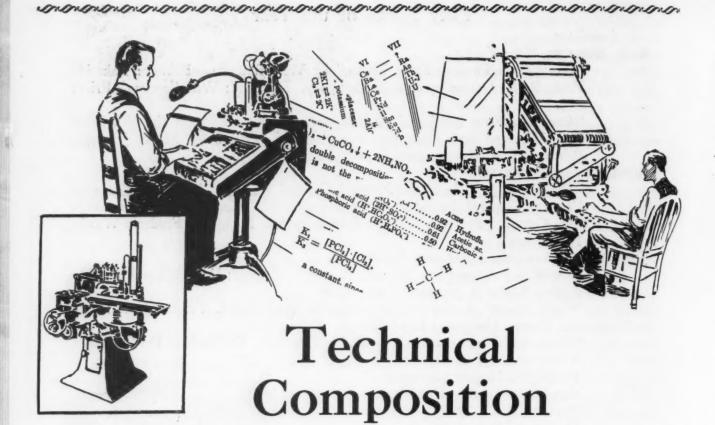
My Dear Bill:

HAVE your letter asking me to give you some advice about teaching your boy to ride. It is not an easy task you set me, and if I fail I want you to remember that really good teachers are born, not made, and that a man's possessing a certain knowledge of any subject is no proof that he is capable of imparting that knowledge to others.

However, I'll do the best I can, and I believe the easiest way to do it will be to write you a series of letters in which I will try to take up various matters in the sequence in which they naturally would occur, dealing with each subject as it arises. In this way we can carry our pupil through the more elementary years of his training until such time as he is old enough to read and understand for himself and after that I shall address my letters to him directly, rather than to you—and perhaps we shall make a horseman out of him in the end.

[8]

From "Letters From an Old Sportsman to a Young One"; designed by D. B. Updike



Tabulations—formulæ—mathematics—varying type faces—special arrangements—these are the bane of manufacturing man and editor, and the acid test of the compositor's skill. In the composing rooms of *The Plant Complete* we pride ourselves on an unusual degree of expertness in difficult composition on both linotype and monotype. Let us show you what these machines really can do when experts sit down to them.

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R. R. Donnelley & Sons Company.

"Log of the Auxiliary
Schooner Yacht Northern
Light." Commanded by John
Borden, Borden-Field Museum
Alaska - Arctic Expedition
1927. Privately Printed. Designer: Will Ransom.

Doubleday, Doran & Company, Inc.

"Letters From an Old Sportsman to a Young One." (Trade Edition). By A. Henry Higginson. Illustrator: Lionel Edwards. Printer: The Merrymount Press. Designer: D. B. Updike. Price: \$7.50.

THE FLORIDA STATE HISTORICAL SOCIETY.

"Loyalists in East Florida," Volume I, (The Narrative) 1774 to 1785. The Most Important Documents pertaining thereto. Edited with an Accompanying Narrative by Wilbur Henry Siebert, F.R. H.S. Printer: E. L. Hildreth & Company. Designer: Carl Purington Rollins. Price: (Printed \$14.50 for the Sustaining Members of the Society).



MUSIC

AND

THE CULTIVATED MAN



READING a while ago the collected studies of an eminent essayist who has long shed lustre upon the profession of musical criticism in England, one could not but wonder how many public appraisers of the most elusive of the arts would venture thus to re-issue their judgments of thirty years before. That Sir Henry Hadow (he was "W. H. Hadow" in the old days) has

From Lawrence Gilman's Essay, printed by William Edwin Rudge, typography by Frederic Warde.

THE FOUNTAIN PRESS.

"The Secret and Other Poems," by A. A. Milne. Printer: The Spiral Press. Price: \$15.00.

"Sonnets From Antan," with an Editorial Note by James Branch Cabell. Printer: The Grabhorn Press.

THE GRABHORN PRESS.

"Relation of Alvar Nuñez Cabeça de Vaca." Printed from the Buckingham Smith translation of 1871. Decorations drawn and handcolored by Valenti Angelo. Printer: The Grabhorn Press. Designer: The Grabhorn Press.

THE GROLIER CLUB.

"The Book of Huron Mountain." A Collection of Papers Concerning the History of the Huron Mountain Club and the Antiquities and the Natural History of the Region. Prepared by The Conservation Committee. Edited by Bayard H. Christy. Printer: R. R. Donnelley & Sons Company. Designer: W. A. Kittredge.

THE HARBOR PRESS...

"A Way Out." A One Act Play by Robert Frost. Printer: Harbor Press. Designer: John S. Fass. Price: \$7.50.

HARCOURT, BRACE AND COMPANY.

"Steichen the Photographer," by Carl Sandburg. Printer: J. J. Little and Ives Company. Designer: Robert S. Josephy. Price: \$25.00.



A scene from "Gods' Man," Lynd Ward's novel in woodcuts. Cape and Smith.

HARVARD UNIVERSITY PRESS.

"The Painter's Terms," Volume 1. An Introduction to the Language of Drawing and Painting by Arthur Pope. Printer: Harvard University Press. Designer: David T. Pottinger. Price: \$3.00.

ALFRED A. KNOPF.

"The Paintings of George Bellows." Foreword by Robert Henri. Printer: The Spiral Press. Designer: Emma S. Bellows and The Spiral Press. Price: \$17.50.

THE LIMITED EDITIONS CLUB.

"Leaves of Grass," by Walt Whitman. With an Introduction by Carolyn Wells. Printer: Printing House of William Edwin Rudge. Designer: Frederic Warde. Price: \$10.00. (For sale to members of The Limited Editions Club.)

THE MACMILLAN COMPANY.

"Hitty, Her First Hundred Years" by Rachel Field. Illustrator: Dorothy P. Lathrop. Printer: Norwood Press Linotype, Inc. Designer: Dorothy P. Lathrop. Price: \$2.50.

"The Birthday of the Infanta," by Oscar Wilde. Illustrator: Pamela Bianco. Printer: The Stratford Press. Designer: S. A. Jacobs and Pamela Bianco. Price: \$2.25.

Bianco. Price: \$2.25.

"The Brook Kerith"—A Syrian Story by George Moore. Engraver: Stephen Gooden. Printer: Norwood Press. Price: \$35.00.

EDWIN VALENTINE MITCHELL.

"A Riband on My Rein," by Nancy Byrd Turner. Printer: J. J. Little and Ives. Designer: Robert S. Josephy.

W. W. NORTON & COMPANY, INC.

"Contemporary American Portrait Painters." Illustrating and Describing The Work of Fifty Living Painters, by Cuthbert Lee. Printer: Printing House of William Edwin Rudge. Designer: Melvin H. Loos. Price: \$10.00.

OXFORD UNIVERSITY PRESS.

"A Testament of Beauty." A Poem In Four Books, by Robert Bridges. Printer: Printing House of William Edwin Rudge. Designer: Melvin H. Loos. Price: \$25.00.

PETER PAUPER PRESS.

"In Modern Dress." A One-Act Play, by Christopher Morley. Printer: Peter Beilenson. Designer: Peter Beilenson. Price: \$3.00. "Benjamin Franklin on Marriage." Printer: Peter Beilenson. Designer: Peter Beilenson.

THE PYNSON PRINTERS.

"The Decorative Work of T. M. Cleland." A Record and Review. With a Biography and Critical Introduction by Alfred E. Hamill. Portrait Lithograph by Rockwell Kent. Printer: Pynson Printers. Designer: T. M. Cleland. Price: \$20.00.

RANDOM HOUSE.

"Strange Case of Dr. Jekyll and Mr. Hyde," by Robert Louis Stevenson. Illustrator: W. A. Dwiggins. Printer: Pynson Printers. Designer: W. A. Dwiggins. Price: \$10.00.

"The Bookplates & Marks of Rockwell Kent." With a Preface by the Artist. Printer: Pynson Printers. Designer: Elmer Adler. Price: \$10.00. "Franklin Evans or The Inebriate." A Case of The Times, by Walter Whitman. Introduction by Emory Halloway. Printer: D. B. Updike, The Merrymount Press. Designer: D. B. Updike.

RIMINGTON & HOOPER.

"Zadig," by M. de Voltaire. An Introduction by David Garnett. Illustrator: Valenti Angelo. Distributor: Doubleday, Doran & Company, Inc. Printer: Richard W. Ellis: The Georgian Press. Designer: Richard W. Ellis. Price: \$10.



day, Doran & Company, Inc.
Printer: Richard W. Ellis: Years"; drawing by Dorothy Lathrop.
The Georgian Press. Designer:

Macmillan

"Punch and Judy." Account of its Origin, and of Puppet-Plays in England by John Payne Collier. Foreword by Tony Sarg. Bibliographical Note by Anne Lyon Haight. Distributor: Doubleday, Doran & Company, Inc. Printer: The Merrymount Press. Designer: D. B. Updike. Price: \$15.00.

WILLIAM EDWIN RUDGE.

"Private Papers of James Boswell," from Malahide Castle, in the collection of Lt. Colonel Ralph Heyward Isham. Prepared for the press by Geoffrey Scott and now first printed. Vols. 2, 5, 6. Zelide and Papers in Holland; Porzia Sansedoni. Papers in Italy; The Making of the Life of Johnson. Privately Printed. Designer: Bruce Rogers. Price: \$50.00 a volume. 18 vols. when complete \$900.

"The Legend of the Hounds." (De Luxe Copy) by George Henry Boker. An Introduction by Owen Culbertson. Pictures by Gordon Ross. Printer: William Edwin Rudge. Designer: Frederic Warde. Price: \$25.00. "Music and The Cultivated Man—An Essay," by Lawrence Gilman. Printer: William Edwin Rudge. Designer: Frederic Warde. Price: \$5.00.

THE SOUTHWORTH PRESS.

"The Thrifty Dreamers," and Other Poems, by Israel Jordan. Printer: The Southworth Press. Designer: Fred Anthoensen.

THE SPIRAL PRESS.

"The Day of Doom," or a Poetical Description of The Great and Last Judgment with other poems by Michael Wigglesworth. Edited with an introduction by Kenneth B. Murdock. Drawings adapted from early New England gravestones by Wanda Ga'g. Printer: The Spiral Press. Designer: The Spiral Press. Price: \$6.00.

TAYLOR AND TAYLOR.

"How Many Miles from St. Jo?" The Log of Sterling B. F. Clark, A Forty-Niner. With comments by Ella Sterling Mighets. Together with a Brief Autobiography of James Phelan, 1819-1892 Pioneer Merchant. Privately printed.

D. B. UPDIKE, THE MERRYMOUNT PRESS.

"Life in Carolina and New England." During the Nineteenth Century. As Illustrated by Reminiscences and Letters of the Middleton Family of Charleston South Carolina and of the De Wolf Family of Bristol Rhode Island. Privately printed.

"A Soldier's Manuscript." Cornelius Winant. Privately printed. "Quarto Club Papers." MCMXXVII-MCMXXVIII. Printed for The

"Quarto Club Papers." MCMXXVII-MCMXXVIII. Printed for The Members.

THE WESTGATE PRESS.

"American Taste," by Lewis Mumford. Designer: The Grabhorn Press.

THE PRESS OF THE WOOLLY WHALE.

"The Vision of Sir Launfal," by James Russell Lowell. Printer: The Press of the Woolly Whale. Designer: Melbert B. Cary, Jr. Not for sale.

YALE UNIVERSITY PRESS.

"The Memorial Quadrangle." A Book About Yale. Compiled by Robert Dudley French of the Class of 1910. Including Biographies of Forty-three Eminent Yale men written by various hands. Printer: E. L. Hildreth & Company. Designer: Carl Purington Rollins. Price: \$5.00. "A History of Russia," by George Vernadsky. Preface by Michael Ivanovich Rostovtzeff. Printer: E. L. Hildreth & Company. Designer: Carl Purington Rollins. Price: \$4.00.

"The Jurisprudence of the Jewish Courts in Egypt." Legal Administration by The Jews Under The Early Roman Empire as Described by Philo Judaeus. By Erwin R. Goodenough, D. Phil. (Oxon.) Printer: E. L. Hildreth & Company. Designer: Carl Purington Rollins. Price: \$3.00.

Columbia Offers Lectures on Bookmaking

R. HELMUT LEHMANN-HAUPT, until recently an official of the Gutenberg Museum, Mainz, Germany, will give a course of lectures at Columbia University during the Spring Session on the History of Bookmaking. Although designed primarily for students in the School of Library Service, the lectures will be open to men and women engaged in any branch of book production and distribution, as well as to others interested in the history of the book.

The course will consist of fifteen lectures, many of them illustrated. The class will meet on Thursday evenings from 7:30 to 9:10, beginning February 6.

The entire history of book production will be reviewed. The history of type faces, their origins, production and use, will be discussed, as well as the various

processes of reproduction, and their application in bookmaking in the chronological order of their appearance. The consideration of printing as an art will lead to comparisons of characteristic elements of each period with other forms of artistic expression of the same time. Typical examples will be shown either in originals, reproductions or on lantern slides. The student will be in a position to gain not only a general knowledge of the important facts and dates but will be led as far as possible to the development and use of his own independent judgment in dealing with monuments of the past as well as with modern production.

Inquiries or applications for admission to the course may be addressed to the Director of the School of Library Service, Columbia University.



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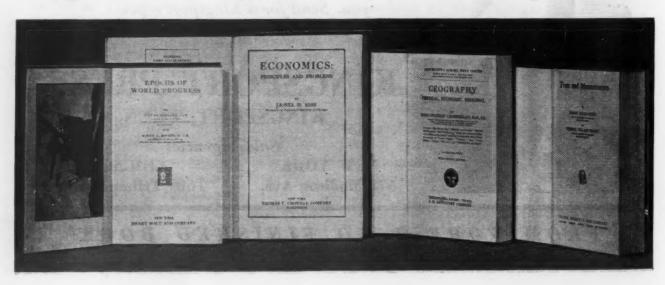
SOME of the best known publishers in the school and college text-book field assign, season after season, a large proportion of their manufacturing to Quinn & Boden. The books shown are just a few of the many hundreds of titles made each year at Rahway. Ranging from First Readers to the most complicated text books on scientific subjects, they typify the wide versatility of Q-B service. They are evidence, too—regardless of price—of that standard of readability, accuracy and durability which is maintained in every Quinmade book.

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A Woman Bookbinder

HE head of the Fisher Book Binding Co., is a woman, and a young one too. She is Miss G. V. Woodman and is the daughter of the late Edgar P. Woodman who died in 1923. The Fisher business has always been in the family and Miss Woodman's father was associated with the firm all his life. At the time of Woodman's death Miss Woodman was secretary and director. She was then only 26. Miss Woodman is a striking example of the new type of woman who is going into modern business. She is, as may be expected, highly intelligent, and extremely shrewd, and after a few moments with her it is quite clear that she has the right kind of mind to direct a big business concern. It is interesting to our readers to know, that from 1915 up to 1923 she was the English representative of the Plymouth Cordage Co., of Plymouth, Mass. She has been to America several times, on the first few occasions, in connection with the Plymouth Cordage Co., and later in connection with the Fisher Book Binding Co., with the object of investigating the latest book binding plant. In 1917, when Miss Woodman made her second trip to America, which was of course during the War, she was the only woman on the boat. This was the "Lapland." Her firm is a very modern factory, and possesses the latest and most up to date machinery, which we understand is mostly American, and some German. She is probably the only woman running a book binding company in English speaking countries. She was educated in an English High School, and also in a German High School. She is a member of the Master Book Binders' Association, and of the London Chamber of Commerce. Miss Woodman runs her works on a very sound democratic business basis. It is a five day shop, and she is confident that, as a result, she secures better work from her workers. She believes that the extra day which she gives to her workers, benefits both them and the business. She is a profound believer in co-operation. The Fisher concern does general binding for publish-



Miss G. V. Woodman, Managing Director of the Fisher Book Binding Co., Ltd., London, England

ers and also for printers, besides having facilities for leather work.

One of these days, Miss Woodman, who has a very definite personality, will give us a comprehensive work on "The Evolution of Book Binding" upon which she works when she has an hour to spare. But this she tells us is not very often.

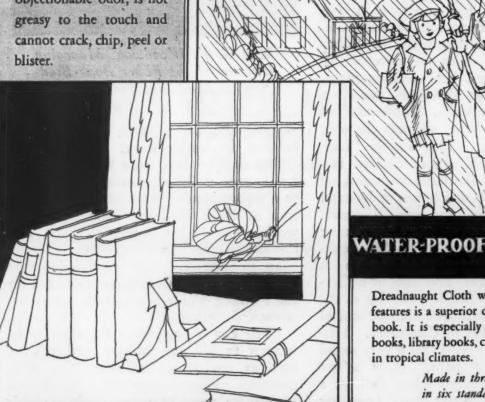
In an interview with our London correspondent Miss Woodman commented on the Printing Trade as a possible career for women, declaring:

"The day is past when the capacity of women to fill any position (other than such as require physical strength) is in question. Women now fill with success responsible posts in many kinds of business and have qualified themselves for nearly every profession. There is, therefore, no reason why—merely because she is a woman—a woman should not qualify herself for a career in the printing trade.

Dreadnaught Cloth is the latest development of the Holliston Research Laboratory and marks an unmistakable advancement in the manufacture of book coverings. Embodied in this distinctly new fabric are the best features of all other practical binding materials.

Dreadnaught Cloth is water-proof, bug-proof and mildew-proof. In addition it preserves those qualities of appearance, uniformity, durability and economy which have always characterized good book cloth. Dreadnaught retains no objectionable odor, is not greasy to the touch and cannot crack, chip, peel or blister.

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THE HOLLISTON MILLS, INC. NORWOOD MASSACHUSETTS



The Fisher Book Binding Co. in London, doing general binding for publishers and printers, besides having facilities for leather work.

It is true that up to the present the possibility has not apparently occurred to many women, but there is certainly no disqualification for such a career at all inherent in her sex.

"Furthermore, there would not be anything very original in a woman running a printing business. Several have successfully established and carried on printing presses, of which the following are among the best known:—

Helen Van Vechten of Wassau, Wisconsin, U. S. A. Miss Gleason and the Misses Lily and Elizabeth Yeats of the Cuala Press, near Dublin, Miss Waters of the Swan Press, London, while we find the imprint of Anna Rugerin along the very early Augsburg printers.

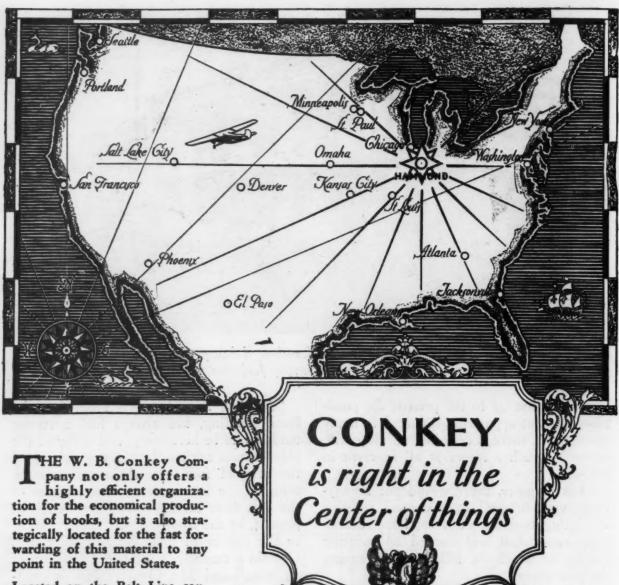
"Printing as well as its kindred trade, Book Binding, has always had a strong tendency to be hereditary, and many of the older houses are run by the descendants of the original founder. As a consequence, some of the houses of famous printers of the past were carried on, as my own is at present, by the women of the family, owing to the failure of male heirs, and in Mr. Oswald's recently published "History of Printing" and Mr. Orcutt's two interesting studies of the origin of the craft, one may read of the assistance rendered to the great Christopher Plantin by his daughters, Madeleine and Martine. Again John Elzevir's widow, Eva van Alpen, carried on the Leyden branch of the Elzevir's business for nearly 20 years."

Book Exhibit at the Advertising Club

A N exhibit is now being held in the Advertising Club, 23 Park Ave., of books manufactured by the American Book Bindery and of the typographical work of Samuel A. Jacobs. The invitation to hold the exhibit was extended to the bindery by the Advertising and Graphic Arts Group. Among the books on display are all the extant works of Rabelais, illustrated by Jean de Boschère, an interesting feature of the books' design is the use of

marginal notes surrounding the text. An article by Laurence Siegfried, editor of *The American Printer*, in the December 7th issue described the work of Mr. Jacobs in detail. All of the books described in that article are now in the exhibit at the Advertising Club.

In this issue, on page 85, the recent expansion of the American Book Bindery, to its new building on Canal Street is described.



Located on the Belt Line connecting with clearing yards tapped by all lines leading out of Chicago, this company has di-

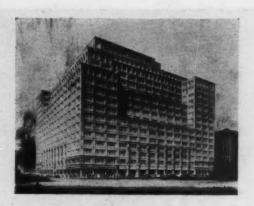
rect service with ten major railroads passing through the Northern Indiana District. Many L. C. L. shipments are forwarded in consolidated cars, in which the shipment is not broken until reaching its destination.

With these arteries of quick traffic available, this company is in a position to offer a complete and unexcelled service embracing every operation from preliminary typesetting to final delivery at the consignee's door. These splendid shipping facilities are one of the factors which make the W. B. Conkey Company the

logical source of supply for publishers. In this enormous plant every branch of book production is carried on under one roof and on one floor. Economies, speed, and efficiency are thus promoted. This company is generously equipped with the practical knowledge, mechanical equipment, big-scale production methods, and modern cost-control systems which are essential for low-cost manufacture of books in large and small capacities . . . Ask a Conkey Book-Counsel Man to call and explain all of Conkey's money-saving advantages.

W.B. CONKEY COMPANY

Printers, Binders and Book Manufacturers
HAMMOND INDIANA
CHICAGO AND NEW YORK



American Book Bindery Building

book manufacturing center as well as a book publishing center by virtue of its outstanding facilities for book production and especially for bookbinding.

The machinery for bookbinding is of such highly specialized character and so expensive to install that only by having it in continuous operation can the best facilities be maintained.

An example of the steady growth of New York's equipment is evidenced by the steady expansion of the American Book Bindery, Inc., which on the first of the year moved to its new location in the Holland-Plaza Building which occupies a whole block at Canal Street, New York, facing also on Varick and Hudson Streets, just south of the American News Co. building.

Louis Satenstein, president of the American Book Bindery, Inc., has

been one of the prime movers in planning this huge building. Over three years ago Mr. Satenstein and his group leased a block on Varick Street on which they erected a twelve-story building. This they proposed to make a book and printing center, but the building was so fortunately located and so readily rented that the Bindery decided to wait another opportunity to acquire still greater floor space.

The new lease is for an acre and a half

of ground, giving the Bindery nearly two hundred thousand feet of floor space. Mr. Satenstein serves as one of the stockholders of the invest in g corporation which owns the building.

The development of this section of the city has been one of the most significant in New York since the garment industry took over the Pennsylvania zone, and the district has trucking facilities of great value to industries of this character.

"It is because of my belief in the future expansion of the publishing field," said Mr. Satenstein when interviewed by the Publishers' Weekly, "and my desire to be in a posi-

tion to be able to render the utmost of service and quality to publishers that I have come to the decision of erecting a plant which will be second to none in this country or abroad.

"The reading public now is larger than



Louis Satenstein, President American Book Bindery Inc.



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THE CHILDREN'S ENCYCLOPEDIA

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(Signed) THE GROLIER SOCIETY

For years it has selected Interlaken Cloths, exclusively, for the cloth-bound

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it ever was before, and it is constantly increasing. The census shows that fiction, biography, religious books and educational books have been in increasing demand, and every year they have reached a higher mark. I attribute the reason for the increase to the great effort made by publishers to obtain good literature and to their great care in the selection of the literature they publish.

"The book manufacturers of this country have used every effort and every method known for using improved machinery in order to improve the printing of books; also the appearance and the strength of the binding. I am of the firm belief that still greater numbers of books will be used, as the reading public begins to realize the pleasure that comes through reading."

Modernism in Design

From Douglas McMurtrie's "Modern Typography and Layout"

ODERNISM in typography, as in every other form of human expression, is distinctly a condition, and not a theory, that confronts us. Something has happened—is happening—in the world of creative thought. Manifesta-

tions of changes in the realm of concepts are appearing on every side, in painting, sculpture, literature, music; in buildings, furniture, fabrics, lights; finallybecause eventually all human endeavor finds expression in the printed word - in typography. Some of these manifestations of the new spirit, it is true, are more suggestive of bad dreams than of awakening to a new age. But in others there is the veritable spark, if not the flame, of a new life. It is to give suitable expression to this new life that a new typography must also emerge, a typography with no preconceptions, free to

adapt itself to every real need for its service, as unconcerned with traditional rules as is the prevailing spirit of the age which it is to portray in its printed forms. Typographers of today and for several years to come will have as their task the effort to understand correctly, and thus correctly to interpret, this spirit of the age.

It is not yet the time to undertake a

definitive and final statement of just what the correct interpretation of this new spirit is. But the man who insists on waiting for the correct interpretation to be made will miss the flying moment which he aims to interpret. The thing must be taken on

the wing, therefore, or not at all. It is for this reason, perhaps, that current typographical interpretations of our new universe appear to be so diverse, or even chaotic. They may charitably be compared with unskilful snapshots of a rapidly moving object.

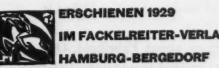
The storm of the new typography rages principally in Europe, particularly in Germany, Austria, Czechoslovakia, and of course in Russia. Some gusts of it have reached the United States, and the full blast of it may descend upon us here at any moment. It is nothing more than the counsel of preparedness to suggest that our typographers learn how

us here at any m
It is nothing mon
the counsel of proness to suggest th
typographers lear
to deal with it when it comes.

Particularly must our typographers be warned not to be overwhelmed by the daring of some of the European typographical schemes and thus submit to slavish imitation of them. For it must be remembered that while there is a new creative spirit abroad in the world, this spirit still has its national or at least geographic moods,

ERNST JOHANNSEN

VIER VON DER INFANTERIE IHRE LETZTEN TAGE AN DER WESTFRONT 1918



A modernistic title-page from Hamburg

What the well-dressed BOOKS are wearing



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FABRIKOID

MAKES COVERS SAY ATTENTION

The interesting modern binding of du Pont Fabrikoid on this new set of Compton's Pictured Encyclopedia was executed by the Robert O. Law Company, Chicago, Illinois



Aktivität eich erst aufbaut – gezwungen ward, sich geweiserunden oofort zu verduppelin, um eine Kontrolle und ein gleichseitiger Plittun der ooptischen Ereignisse ausführen zu können. Die kinotische Gestaltung gibt dem Aktivitätischrang souusagen eine Erleichterung zu einem sollertigen Erleisen neuer Lebenssicht-Monaonte, während des steitsche Bild solche langsum beisem läßt. Damit nicht die Berechtigung belder Gestaltungsferenn ohne Zweifel fest, d. d. die Notwendigheit der Gestaltung von optischen Erlebnissen: statisch der kinetisch ist die Noren des neibens Austeilisch und des die Lebensfilmung zustelnen Rehetstungel.

beuthere congenchander Ten geleidet werden. En inlicher Lightstrahl, dessen instrumtill also gesele so graft ist, delt, die Salmardie there Widerstand sicht verspollent, mitten die zu enger Kruppeling sällige Stomentiche genete noch ford jaht, wird dem in einem Frienen in onten Felinder sreingt und diese jades Epsteralield einsein auf die Selmardie proveden. Jude Spektralierbe vorsicheit gegentliere dem sotserlegen werden Stahl danach der Derhyackvolnigkeit der Soldstonstellen, auf in den jeweit dem ondere Publishungsdergenung der Selmardie und im Falfalien auf dem anderen Ten herver. Die Selmardie eruntglicht im der Kappelung des Selmitson auf dem Annebissen jede Persightat und genome Einstellung der Derhyackvolnstigkeit des Selmitson, austa von der Propasse bei Hillandstalktings angefungen in berunter zum gistellien Leutimen bei Weilstelließer Weischalbung der Selmardie, und vereit nie des feltem Anterbangs und achtellierien, zwiste entgeschen den nausreierten Beließkongerententheiden, die zich bei primatischer Zerlegung eines Serkelle entgeber.

Stratant organes.

In sagate Verbindung mit der Entwicklung des notenfarbig-fotogenfisten Films gabt des psehducke Auswertung und Vervollkommunne den hier bescheitenen Prinzips in der Entwicklung uns "Pausikholenben Film", einer Enteiteltung, die auf Filmshild selber, aussaufensengenfit bilangen deschie Verlindig int mit der beschriebenen Einsichtung der Faurb-Tou-Funckung ein Hintil zur emikom Untermehrung des Verhältnissen zwiehen Tou-men und Farbenquilitäten an die Hand gegeben."

(9) Dauestier Problem der Beschätigung taucht retischen gebundter Literann und Rudo hare.

HAUS-PINAKOTHEK

Die einem jedan mit gleichem Recht zukommendt gleich wertige Befriedigung seiner Bedürfnisse ist heute das Ziel jeder fortschriftlichen Arbeit. Die Technik, und fihre Verwirfflägingungsünglichkeiten von Gehreschagegenstländen haben in weitem Maße eine Nivellierung und gleichzeitige Nivelsebung der Menschheit durchgesetzt. Durch die Erfündung des Buchdeuck, der Schnellignesse, ist heute fast ein jeder in der Lage, Büsker zu etweiben. Auch die Vervielfältigungsmöglichkeiten für geschaffense flerbige Harmenien: Bilder, ermöglichen irchon in ihrer bestigen Form sehr vielem die Anachaffung von durchdringesoden farbigen Contailungen (Repreduktionen, Lithey, Lichtdrucke uww.), wenn auch als Quielle nerwickformer Verbeirung unbascheinlich der Radiobilderdienst vore-habiten sein wird. Außeredem ist noch die Mäßlichkeit da, farbige Dispositive wie Grammer fonnelsten auf Lager zu halten.

Einen Weg, auch "Originalen" eine weite Verbreitung zu sichern, böste, aus die heutige Technik. Mit Hilfe machineller Froduktion, met Hilfe enakter mechanischechenischer Instrummet und Verfahren (Spritzupparate, Emailio-bleck, Schablonieren) können wir uns heute freimachen von der Vorherrschaft des manuall bergestellten Einzelsticks und dessure Marktwert. 9 Selbstwesständlich wird ein solches Bild nicht wie heute als telter Zimmerschmunt verstundet, sonderen wahrscheinlich in Falcheren, in "Haus-Finakotheken" aufbewahrt und aust dann hervoegeholt werden, wenn ein wirkliches Bedürfnis dansch verlangt. In China und Japan sind solche Hauspinakotheken allgemein.
Grafische Samnilungen werden auch in Zuspopa schon seit langens so behandelt.

Facing pages from Malerei Fotografic Film, by L. Molroly-Nagy, published by Albert Langen Verlag, Munich.

and that the mood which correctly expresses the German or the Bohemian or even the English national consciousness will always speak with a foreign accent on our soil.

The leaders in the modernistic movement in typography have discerned in the modern age the spirit of movement. In this they are absolutely right. This is not a contemplative age. We no longer walk through life—we are borne along on vehicles, both spiritual and material, such as our grandparents of only two generations back could not conceive. move, in the air, on the land, under the water, things made by man, mechanisms devised by man to carry him where he would go. And in thought also, things move. Man devises a new mathematics, a new physics and chemistry, a whole system of new philosophies, to carry him at what seems to be ever increasing speed into the heart of the universe. If there is anything that the new typography must express, in order to express the modern age at all, it is motion.

But it is vitally necessary to our purpose to distinguish which motion it is that demands expression in our typography—the motion of thought, the motion of life, or the motion of the machine. To this ob-

server, at least, it seems as if the creative psychology in Europe is too much obsessed with the machine. It is strange indeed that the United States, the native land of the machine and of machine standardization, so bitterly accused of enforcing upon the world a machine-made life, is also the land of a naive and perplexing sentimentality and of strange adventures with things spiritual, while Europe, the vaunted stronghold of spiritual and intellectual values, is going mechanistic.

Mechanistic and intellectualistic. movement of the most "modernistic" European typography is the movement of the connecting-rod, or else of the flywheel. The forms of the same typography are those of geometry. Stripped of all accessories, these forms become intellectualized to the point at which they seem to express concepts of pure reason. This is in the highest degree valuable, that we should have discovered a typography capable of expressing the accuracies of mechanical motion and the purity of rational concepts. The question insistently arises, however, in contemplating these typographic achievements, whether they truly express, as well, the real spirit of this age. Is it truly in the spirit of this age that mankind is to find its whole expression in mechanistic movement and in abstract form? Or are the beauty and meaning now discovered in these things to be added to, rather than substituted for, our capacity for experiencing life in other ways?

The new typography truly must express movement; but need it be only the movement of the locomotive, and not that of the stream or torrent? For however standardized it becomes in its accessories, its mechanisms for dealing with environment, life still flows—it does not move on rails. And if Europe is mentally mechanized and is therefore correctly represented in a mechanized typography, the same is not true—not yet, at least,—of other parts of the civilized world.

Nor is abstract form all there is to sim-The European typographers ple form. are right again in demanding that the typography for the modern age shall be simple, stripped of useless accessories, conformed to function. But their efforts to achieve the truly laudable aim of making typography simple have resulted only in perpendiculars and horizontals, right angles and quadrilaterals, enforced by evecatching circles and triangles. To simplify the type in which this typography is expressed, they have designed the so-called 'grotesk" or sans-serif types, utterly admirable examples, some of them, of what might be called the "pure" form of letters. They are even going further now, in reducing these already simple characters to forms still more simple—to forms as abstract as they can well become and still remain recognizable as letters.

This is admirable, and an exceedingly powerful contribution to our typographic resources. But is it capable of expressing all there is to simplicity, economy of form, and fitness to function? There is the simplicity, economy of material, and fitness to function of the nude athlete's body, which is neither mathematical nor abstract.

The future development of the new typography will suffer grievously if it is to be confined to the course at present outlined for it by its leading European exponents. In fact, it will not develop at all. Instead, it will quickly become stylized and petrified, and a new modernistic typography will soon take its place. If, however, the new tendency be truly liberated from tradition, even from the tradition of mechanistic motion and abstract form, free to move simply and unaffectedly about its business, it will liberate undreamed-of forces for the typographer of the not distant future to use for powerful

apt, and beautiful printing.

There is little danger in the new freedom of a return to the scrolls and circles. pinwheels and arabesques, of the typography of the 1870's and 1880's, with its cordwood and grapevine letters and its fireworks of rules and ornaments. modern age is too active, too busy, to be bothered with these eccentricities. ther will it be bothered long with the experimental eccentricities of the present "modern" mode. In the United States at any rate, it will soon be discovered, I believe, that heavy black rules, lines of type set on end and fantastic figures constructed of odd-shaped bits of type metal are not truly essential to the typographic expression of the modern age. These devices have their uses, and it is well that we are free to use them. But even in Europe, some of the leaders of the new movement seem to recognize in these phenomena the mannerisms of the new typography's awkward youth rather than traits of its essential character.

It is not with mannerisms that we are concerned, but with essentials. And in the bare essentials of the new typography there is substance enough to occupy our thoughtful printers in study and experiment for some time to come. Foremost among these essentials, the future, I

believe, will find the following:

- 1. The concept of asymmetric balance, or "dynamic" symmetry.
- 2. The concept of fitness to function, governing every part of the typographic whole.
- 3. The requirement of utterly frank directness, simplicity, and clearness in typographic expression.
- 4. The avoidance of all accessories not functional to the purpose of clear expression.
- 5. Freedom from the control of all tradition.

Also essential to the new typography, but as allies to type rather than in the

This

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ESTIENNE: A NEW LINOTYPE BOOK FACE



STIENNE, another distinguished, exclusive book type, was created by Mr. George W. Jones, the designer of Granjon and one of the great printers of this generation. Like Granjon,

which, in the short three year span of its existence is already termed one of the finest of all book faces, Estienne is neither wholly old nor wholly new. Its basic design was drawn from classic sources, but there was no hesitancy in deviating from the model letters where four centuries of type cutting experience indicated an improvement, and where modern methods of punch cutting made possible a refinement beyond the skill of the sixteenth century originator.

Estienne was named in honor of the distinguished sixteenth century printers of that name. Although the basic design was presumably by Claude Garamond, and retains his influence, Estienne possesses a chaste majesty and refinement peculiarly its own. Notice the attractiveness of Estienne capitals. They are as tall as the lower case ascending letters, true to sound sixteenth century tradition, and possess a dignified beauty unmatched by present day types. The tall ascenders, long descenders, and the flowing grace and charm of the lower case letters make reading easy. In addition to its clear, simple design and great legibility, Estienne provides a notably new type texture—a distinctive, charming pattern and appearance when set in mass form.

Estienne, in short, is a distinguished book face of inimitable character. It is ready in three sizes at present, 14, 16 and 18 point. The 12 point size is now in process of manufacture and will be available early in February. This page is set in the 16 point size—a happy choice for books of approximately the same type width as is used here. TRADE LINOTYPE MARK.

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use of type itself, will be found the exploitation with a new vision of all forms of appropriate illustration and of color—but only as these aids are functional to the typographical purpose.

Here, surely, is impulse enough for the creation of a great and emancipated typog-

raphy for the expression of an age in which movement is still a function of life as well as of machinery, form is an attribute of living things as well as of geometric figures, and in which there continues to be beauty that cannot be penetrated with the formulae of the engineer.

New Fleuron Coming

HE FLEURON," that powerful weapon for progress in the field of good bookmaking, reaches its seventh volume this year, and, as in the case of the fifth and sixth volumes, Double-

day, Doran will be the publishers in this country and the Cambridge University Press the publishers in England. Although it had been decided to discontinue this publication after this volume, Stanley Morison, whose spirited direction of it has given this annual its great value and flavor, has planned a list of contents for this final volume that will make it one of the most valued of the series.

Of special American interest is the article on the work of T. M. Cleland

by Updike, the importance of whose work has recently been emphasized by the volume issued by the Pynson Printers. "Modern Printing in the Netherlands" is discussed by J. Van Krimpen, a careful chronicle of past and present tendencies in the Netherlands including an estimate of the importance of the private press as well as a forecast of the future activity in trade

books. Paul Beaujon has an article on "The Typographical Work of Eric Gill." Gill is one of the foremost living sculptors, and has been an important designer of letters and alphabets. A. J. A.



THE PASSION OF SS. PERPETUA & FELICITY

IF ancient examples of faith kept, both testifying the grace of God and working the edification of man, have to this end been set out in writing, that by their reading as though by the again showing of the deeds, God may be glorified and man strengthened; why should not new witnesses also be so set forth which likewise serve either end? For these things also shall at some time be ancient and necessary to our sons, though in their own present time (through some reverence of antiquity presumed) they are made of but slight account. But let those take heed who judge the one power of one Holy Spirit according to the succession of times; whereas those things which are later ought for their very lateness to be thought

Eric Gill's type from new Fleuron.

Symons of the First Edition Club of London discusses "The Typography of the Nineties" in a long article which gives for the first time due recognition to what was done in that overlooked decade. Symons is working on an exhaustive bibliography of that period. Stanley Morison himself discusses "Formulae of Book Construction" in an article which deals with such fundamentals of the craft as the relation of type size to length of lines, lengths of lines to depth of type area,

margins, order of preliminaries, etc. The Officina Bodoni has been described by Friedrich Ewald. A collection of "Footnotes to the History of Book Production" is supplied by Stanley Morison, A. F. Johnson and Paul Beaujon. The volume includes ten type specimens of importance, including a 24 page insert of the work of Frederic W. Goudy by Paul Beaujon.

Some December Output

EARLY AMERICAN PORTRAIT PAINTERS

THE FOURTEEN PRINCIPAL EARLIEST
NATIVE-BORN PAINTERS

BY CUTHBERT LEE

Author of
"Contemporary American Portrait Painters"



NEW HAVEN · YALE UNIVERSITY PRESS 1 9 2 9

Carl Rollins has used italic caps for a dignified title-page.

DECEMBER does not bring to the reviewing shelves many new titles, but rather it is a time for the finishing off of publishing lists and issuance of some delayed volumes.

With the careful presswork that distinguishes the Harvard University output we received "Traditional Ballads of Virginia," edited by Arthur Carl Davis, a very handsome octavo of full 600 pages, with the problems of subtitles, headings, notes, etc., admirably worked out.

Another university press which has steadily increased the importance of its output is that of the University of North Carolina, which has just completed "The Virginia Pultarch," two handsome octavos, good models of historical bookmaking. Interesting old cuts from the early history of the Virginia Capes are used as lining papers.

Wilbur Cross' "Life and Times of Sterne" goes into a third edition, and though a reprinting and now two volumes made in one, the type page is still just as satisfactory to the reader and title-page and general makeup just as alluring as of old.

How much good half-tones can add to the beauty as well as usefulness of a book is shown in Brentano's book on "The Theatre Guild, the First Ten Years" by Walter Prichard Eaton. The photographs are printed on inserts of coated stock, and all have been worked out with a pleasant even color. The use of black cloth for binding is striking.

American textbooks are noted for their beauty of typography, and sometimes the drawings in mathematical books are as attractive to the eye as pictorial illustrations.

Their designers often fall down in the title-page, but this is not the case with "Plane Analytic Geometry" by Lennes, Merrill and Slaught, published by Harper.

Again the Modern Library has shown what can be done in its small compass by

PLANE ANALYTIC GEOMETRY

BY

N. J. LENNES

Professor of Mathematics, University of Montana

AND

A. S. MERRILL

Professor of Mathematics, University of Montana

WITH THE EDITORIAL COOPERATION OF
H. E. SLAUGHT

Professor of Mathematics, University of Chicago



HARPER & BROTHERS NEW YORK AND LONDON 1929

The title-pages of textbooks are not often as successful as this.

including a 500 page edition of "Casanova" in a season which seems to be devoted to his resuscitation. The jacket in this case has been designed especially and gives the individuality of a separate publication.

Yale University Press uses half-tones for illustrations with eminent success in Cuthbert Lee's "Early American Portrait Painters," and the type-page is in perfect harmony.

Scribner's may well feel satisfied with the format of two recent books of poems, the "Selected Poems of Aiken," which makes a very neat 12mo with a black and silver binding of unusual effectiveness, and again a more delicate format, "The Dark Summer," the new poem by Louise Bogan. Not only is the general format of this volume most suitable, but the binding in blue baloon cloth and a green back is very carefully developed.



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The famous Centaur Type of Bruce Rogers has heretofore been obtainable only for hand-set work but he has now supervised its cutting for the English Monotype machine. The first example of its use has just been issued under his personal supervision in London, a brochure with introduction by Mr. Rogers, text by A. W. Pollard and specimen pages from which the above lines are taken. Frederic Warde's Arrighi Italics are used with the font

stam



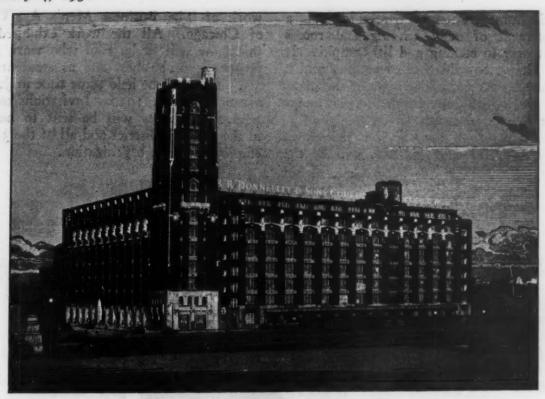
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R. R. Donnelley & Sons' new plant in Chicago, now the largest building in the United States given over entirely to the printing industry. An example of Gothic architectural design applied to a commercial building, the new plant carries forward the early policy of representing in the building the close affiliation between printing and the fine arts.

The Lakeside Press

HE new Lakeside Press Building of the R. R. Donnelley & Sons Company of Chicago is completed, and is now the largest building in the United States given over entirely to the printing industry. The Lakeside Press, whose latest printing feat was the production of the "Encyclopedia Britannica," is completely established in the new building which contains more than 1,100,000 square feet of floor space, and occupies the entire block between Twenty-first and Twentysecond Streets, Calumet Avenue and the Illinois Central right of way. The tower at the southeast corner of the building rises to 220 feet and the building itself is eight stories.

From the time the first Lakeside Building was completed in 1871, the Lakeside Press has made a constant effort to house its printing business in a manner that is in keeping with its high ideals of design and craftsmanship. This early building was one of first notable attempts to apply Gothic architecture to commer-

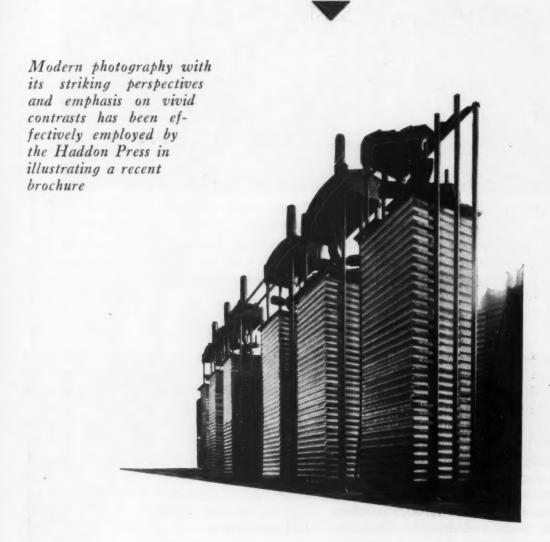
cial building design, and the new plant carries forward the policy of representing in the building the close affiliation between printing and the fine arts.

In connection with the general offices of the press are exhibition galleries devoted to furthering an interest in printing and the graphic arts. There is a large main gallery and three small adjoining rooms that compare in arrangement and equipment with the galleries of leading art museums. Already there are plans for exhibits of typography, engraving including woodcut, etching and lithography, as well as exhibitions of books and bookbinding from all over the world. Exhibition will be invited from printing centers abroad, and individual artists and craftsmen will be solicited for one-man shows.

Near the galleries is an apprentice school where about four-hundred students are studying and serving apprenticeships in various printing trades. The school includes a library containing examples of fine printing from the best presses of the world.

In the same section of the building is a department of hand binding and rooms given over to etching and lithography. It may almost be said that everything which is done on a commercial scale in the plant may be worked out in the school under laboratory conditions.

It is probable that the first exhibit to be held in the new galleries will be the work of 'The Business Men's Art Club of Chicago. All the work exhibited in this show will be by men who work professionally at business and as amateurs in art. This will be held some time in January or February 1930. Invitations to attend the exhibits will be sent to people in the Chicago district and all of the 3,500 employees of the organization.



Illustrating the Production of Books

THE Haddon Press in Camden, N. J., which produces both books and magazines in great quantity, has recently taken the modern photographer into consultation in preparing a project to illustrate the extent of preparedness for well-made books in quantity. One of the interesting photographs that was used in

this brochure is reproduced here by permission.

The great stacks of books shown under pressure are interesting evidence of the large edition business of the press and at the same time the photograph itself is interesting as an example of the latest modernistic type.

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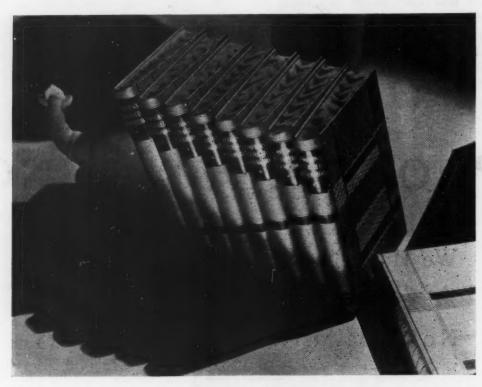
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Modernism in Bookbinding



The latest edition of Compton's Encyclopedia executed in Fabrikoid, a design originated by Paul Bonet, French craftsman and artist



In a modernistic setting: the Encyclopedia in a lounge on the "Ile de France"

THAT publishers of books in popular circulation will have to consider the effect of modernism on their bookmaking is indicated by the photographs that we are printing showing the design which has been worked out for the latest edition of Compton's Encyclopedia executed in Fabrikoid. The designs are both artistic and practical, because the silver toned binding is marked on the back by stepped bands of black, which bands are instinctively put in the right order as they In the model are returned to the shelf. children's room designed for exhibit at the Metropolitan Museum by Eugene Schoen, the set had a prominent place in a little modern bookcase, and in the very modern drawing room of the Ile de France the set fits admirably in with the modernistic decoration. More recently on the Bremen the set has again found its appropriate background in the modernistic design of the library.

The design used in the Fabrokoid was worked out at the bindery of the Robert Law Company in Chicago and as finally adapted followed a design originated by Paul Bonet, French craftsman and artist.

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Mid-Winter Book Index, 1930

Quarterly Announcement of New Publications to March 15. Listed by Author, Title and Series

Spring Announcement Index in Issue of March 8

| A.B.C. for every day. Sewell, H. \$2(?) | A |
|---|-----|
| Macmillan Aaron Traum. Cohen, H. \$2.50 Liveright | A |
| Abbott, Elisabeth, tr. Memoirs of Lorenzo | A |
| da Ponte. \$5 Lippincott Abie. Hershfield, H. \$2.50 House of the Elf | A |
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